

KIWI CYCLE



**Biodegradable
compostable
sustainable**
pressure-sensitive label solutions



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Look for our FSC® - certified products



Licence Number: 805398

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our Kiwivironment

At Kiwi Labels we not only protect your brand, we protect the environment too. Our vision embraces a future for everyone. Minimising our company's impact on the environment is one of our key objectives. Our aim is to eliminate or, if not completely possible, reduce the effect that our processes have on our surroundings.

Kiwi Labels ISO 14001 certification enforces our commitment to our environment. We are also members of The Packaging Forum, offering our innovative and sustainable label and packaging expertise to the group as New Zealand moves towards the goal of Waste Free Packaging by 2025.

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**THE
PACKAGING
FORUM**



what is KiwiCycle?



When choosing a product in a store - a punnet of fruit, a container of milk or a bottle of wine - labels matter. A label tells us what the package includes, what the product is for and how it was produced.

Despite labels being everywhere, in the past hardly any attention was given to their impact on our environment. For many, they are an integral part of packaging which, unfortunately, means that labels tend to share the same fate as the rest of packaging waste. As part of a package, they are dumped in landfills, incinerated or washed off in the recycling process.

Mismatching labels and packages can significantly impact the sustainability of packaging. With the simple choice of the right kind of labelling, brand owners can significantly reduce the environmental impact of their products.

KiwiCycle from Kiwi Labels provides you with information and choices, thus demystifying pressure-sensitive label materials and offering a range of sustainable labelling options to reduce the impact of waste.

Choosing a **KiwiCycle** option increases the life-cycle of rPET and glass packaging. Wash-off labels ensure a clean, low energy alternative to traditional labels. Biodegradable and compostable materials enhance the breakdown of labels and part of our innovative **KiwiCycle** options is a Recycle Programme that offers a new life for label and packaging waste.
























recyclability

Various packaging materials and labelling technologies have different recyclability properties.

The information on these next 2 pages has been created to help you make the most informed labelling and packaging decision for greater sustainability.

recyclability of materials

The information below highlights the pros and cons of various materials used in packaging.

 Paper and Cardboard Most paper mills are actively sourcing paper to recycle	 Easily separated and 100% recyclable
 Glass The glass industry recycles most glass into new glass products	 Easily separated and 100% recyclable or reusable  Heavy weight and energy intensive production process
 Metal Cans Many aluminium recyclers accept and recycle waste	 Aluminium is easily separated and 100% recyclable  Energy intensive production process
 PET (Polyethylene Terephthalate, a plastic resin and a form of polyester) There are many rPET closed loop food grade recyclers available	 Easily separated and recycled into food grade containers  Some decorations can limit recyclability (shrink sleeves, direct print, PSL)
 HDPE (High-density polyethylene, harder in nature and very resistant to solvents and liquids) Closed loop food grade HDPE recyclers are emerging	 Can be recycled into food grade containers  Some decorations can limit recyclability (shrink sleeves, direct print, PSL)
 PP (Polypropylene, generally semi-rigid and translucent) Limited to industrial recycling process	 Can be recycled into non food products  Few recyclers available due to commercial viability and lack of demand for rPP
 Flexible Plastics There are few recycling options available today	 Lightweight/thin  Hard to separate  Multi-layer substrates impact recyclability



pressure-sensitive labels

- ✓ **KiwiCycle Wash-Off** solutions create a circular economy. During the wash process the polypropylene labels easily separate from PET containers
- ✓ **KiwiCycle** materials from renewable resources are available for facstock and liners
- ✓ Our **KiwiCycle** range includes compostable and biodegradable materials with **KiwiCycle Compost** adhesive technology – a permanent, compostable acrylic adhesive
- ✓ Our **KiwiCycle** options include a bulk liner waste recycling programme to combat the amount of liner waste that could end up in landfill

pressure-sensitive labels vs. other labelling technologies

- ✓ No backing liner waste
- ✓ The small adhesive area makes them easier to separate
- ✗ Limited material options and lower quality of label and print
- ✗ Hotmelt contaminant

Wrap-around



- ✓ No backing liner waste
- ✓ Perforations can be added to provide manual sorting
- ✗ 360 coverage impacts optical sorting process
- ✗ Traditional PETG and PVC sleeves do not separate through PET recycling process (sink / float)

Shrink Sleeve



- ✓ No backing liner waste
- ✗ Limited paper face – can disintegrate and contaminate recycling wash water
- ✗ Not proven through plastic recycling process (only glass)

Wet Glue



- ✓ No backing liner waste
- ✓ Single polymer plastic makes recycling easier (container and label are PP)
- ✗ Limited availability of PP recyclers
- ✗ Label cannot be separated from container
- ✗ Risk of ink contaminating recycling wash water

In-mould



- ✓ Zero label waste
- ✗ Inks have a high risk of contaminating recycling wash water
- ✗ Typically rejected by recyclers

Direct Print



wash-off labels



Kiwi Labels has a range of **KiwiCycle Wash-Off** labelling solutions for a variety of end uses that can help brands create a circular economy whilst meeting or even accelerating their ambitious sustainability targets.

These clear, white and metalised film label stocks feature wash-off adhesive and a PET liner are made from 90% post-consumer recycled (PCR) content. They have been recognised by the Association of Plastic Recyclers (APR) as exceeding their strict standards for recyclable label products.

KiwiCycle Wash-Off labels are ideal for labelling PET containers in the food, beverage, home care and personal care segments.

Thanks to the **KiwiCycle Wash-Off** adhesive, the labels are able to undergo common PET recycling processes without contaminating any of the PET flake by-products. During the caustic washing process, the polypropylene labels easily separate from PET containers and float, allowing more high-value, clean PET flakes to be recovered. The clean flakes can then be converted back into PET containers, which promotes a circular economy and reduces the amount of plastic pollution in landfills and the environment.

As the global drive to reduce plastic waste continues to gain speed, more and more packaging companies are looking for new and innovative solutions to maximise the recyclability of their product, **KiwiCycle Wash-Off** exceeds the APR's standards for recyclable label products.

During the PET recycling process, the unique adhesive formulation allows labels to wash off cleanly, so the polypropylene film and adhesive easily separate from packaging.

wash-off pressure-sensitive label materials

Name	Facestock options	Description	Adhesive
KiwiCycle Wash-Off Film	White Film	A white, pearlescent, or transparent, glossy, top coated polypropylene film. KiwiCycle Wash-Off Film labels are ideal for applications where resistance against water, oil and chemicals is important, and for home and personal care, food and retail labelled products.	KLW85 A wash-off acrylic emulsion for PET recycling with a service temperature range of -53°C to 93°C Label is removed in full during the wash-off process
	Clear Film		
KiwiCycle Wash-Off Paper	White Paper	A white wood-free coated mid-gloss paper, ideal for quality multicolour labels with fine printing detail. The direct thermal option is a non-top coated paper with a thermal coating. Suitable for direct thermal printing in logistics and retail labelling applications. For both options, the label facestock disintegrates and washes off with hot water.	KLW45 A hot water washable permanent adhesive with a service temperature range of -20°C to 60°C Label disintegrates and flakes during the wash-off process
	Direct Thermal Paper		

material options

KiwiCycle offers a range of sustainable labelling options to reduce the impact of waste, with a variety of eco-friendly biodegradable and compostable label materials that will help your product make a positive impact on the environment.

biodegradable and compostable materials



Biodegradable: When a material has the ability to break down and return to nature. In order for a material or a product to qualify as being biodegradable, it must completely break down and de-compose into natural elements within a short space of time.

Compostable: These materials are quite similar to biodegradable materials as they both break down and return to nature safely and quickly. The difference with compostable materials is that when they break down, they provide nutrients to the environment they are in.

While **biodegradable** materials are designed to break down naturally within landfills, **compostable** materials require the right levels of heat, water and oxygen to support the breakdown.



Adhesive: KLC100

KLC100 is carefully formulated to include a high content of renewable materials and the adhesive is certified to EN13432 and complies EC1935/2004 & FDA (175.105) for direct food applications.

KLC100 adhesive is permanently tacky, with good initial tack and it adheres to a wide variety of substrates.

Performance Data KLC100

Initial Tack:	12.5 N/25mm FTM 9 Glass
Peel Adhesion:	90° 7 N/25mm FTM 2 St.St.
Min. Application:	Temp. 5°C
Service Temperature	-20°C to 80°C

biodegradable, compostable & sustainable pressure-sensitive label material options

biodegradable pressure-sensitive label materials

Name	Facestock options	Description	Adhesive
KiwiCycle Renew	White Clear	The KiwiCycle Renew options are coated, high gloss films, made from renewable resources. They are resistant to oil and grease. Both the white and clear facestock options are suitable for applications to complete biodegradable packaging.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C

compostable pressure-sensitive label materials

Name	Facestock options	Description	Adhesive
KiwiCycle Green	Clear Silver	The KiwiCycle Green material is available in 2 facestock options. A coated, high gloss clear/transparent film and a silver film for labelling applications. KiwiCycle Green is produced from wood pulp and it is certified compostable, both in industrial and home compostable environments; making it suitable for biodegradability.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C
KiwiCycle EcoTherm	White	This is a thermal (eco) sensitive paper. It is specifically suited for applications where the complete packaging should be compostable. The self-adhesive label complies with EN13432 and EU food regulation for direct food contact.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C
KiwiCycle Direct	White	KiwiCycle Direct to food is a coated, white, high gloss film produced from wood pulp. It is resistant to oil and grease and is also suitable for applications to complete biodegradable packaging. The facestock and adhesive are certified for direct food applications (eg. fruit labelling).	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C

sustainable pressure-sensitive label materials

Name	Facestock options	Description	Adhesive
KiwiCycle Nature	Natural	A natural facestock made from grass fibre pulp. Defined by a natural look and feel, and strong ecological appeal. KiwiCycle Nature grass labels are ideal for complementing environmentally friendly products and packaging.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C
KiwiCycle Pulp	White FSC®	A wood free paper, made with FSC® Certified pulp. It has a coated finish with a semi-gloss appearance. These labels are suitable for applications to complete biobased and biodegradable packaging where clear prints for barcodes and logos are requested.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C
KiwiCycle Cane	White Off-white/ brownish	The KiwiCycle Cane options are high quality wood-free papers. They are both uncoated and a natural fibre made from agricultural waste (bagasse/sugarcane pulp). The labels are very suitable for applications to complete biodegradable packaging. The facestocks and adhesives are certified for direct food applications and compliant to EN13432, with all the ingredients made up of high biobased materials, free from trees, food crops and GMO's.	KLC100 A permanent, compostable, acrylic adhesive with a service temperature range of -20°C to 80°C
KiwiCycle Kraft	Brownish PCW*	The KiwiCycle Kraft label material is 100% recycled natural kraft paper, which has the colouring and consistency of a brown paper bag. It gives a cozy, rustic or 'earthy' look to labels. The adhesive is designed for face and back label use on glass bottles and remains affixed when immersed in an ice bucket.	KLA245 A permanent, cold temperature emulsion acrylic with a service temperature range of -23°C to 93°C
KiwiCycle Burlap	Natural PCW* FSC®	This is a smooth, natural coloured facestock made with Agave Sisalane fibres from reclaimed burlap coffee bean bags. This process gives the sheet a unique appearance and diverts used packaging from landfills. It is manufactured with "wet strength" properties to increase performance in moist environments. The adhesive has improved resistance to moisture and humidity, making it the ideal choice for high end beverage and spirits.	KLA318 A permanent, blended emulsion acrylic adhesive with a service temperature range of -12°C to 66°C
KiwiCycle Flex	White Clear	The KiwiCycle Flex label material is the first wood-based PP film material available. It uses a renewable source to create this film label material as it is made from a 100% wood-based solution from pulp process residue instead of fossil-based raw materials. Available in both clear and white PP facestock options.	GP37X A permanent, waterborne acrylic adhesive with a service temperature range of -20°C to 100°C

*PCW: Post Consumer Waste papers are made from recycled materials that might otherwise have ended up in a landfill.

recycle program



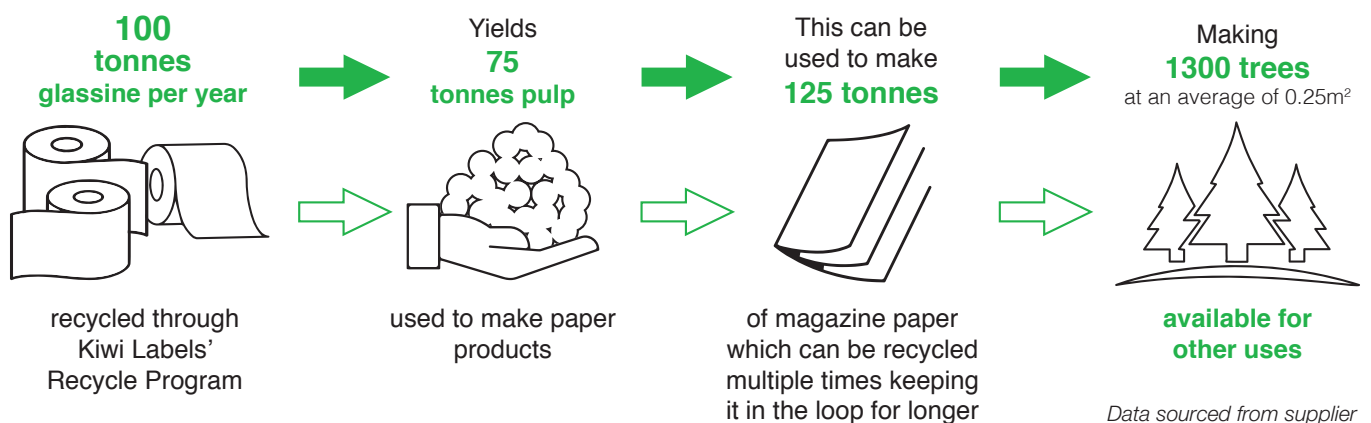
Kiwi Labels plays a part in turning waste into a resource.

Landfill is currently the only way of disposing label waste in New Zealand. With our innovative return to source recycling program, landfill waste can be avoided by taking self-adhesive label by-products and giving them new life as paper, composite material, or energy.

Kiwi Labels has implemented this innovative recycling programme that offers a new life for label waste. Label recycling provides numerous benefits to our industry, our customers and, of course, the environment.

Our initiative is a prime example of circular economy and helps our customers build a responsibility reputation by achieving their waste recycling targets.

The waste is collected and returned in bulk back to our supplier. Over 10,000 tons of liner is collected and recycled into graphic paper in Europe every year. Our supplier utilises its extensive collection network to facilitate cost-effective release paper recycling. The re-use of recovered wood fibres in paper products is a closed-loop solution and a shining example of the circular economy in action.



packaging solutions

Kiwi Labels not only offers KiwiCycle pressure-sensitive label solutions, but we also have a number of packaging solutions to suit different packaging applications.

packaging sleeves and full wrap self-adhesive labels



Packaging sleeves are a great environmentally friendly alternative to labels. The full paper construction can be recycled and is compostable.

Packaging sleeves are a great choice for companies that want to “go green” and promote more environmental awareness within their company. They’re great for branding your company as one that cares about the environment.

Full Wrap self-adhesive labels will maximise the area for branding and product information and will not block product visibility. Translucent film labels can even be used to create the feeling of a no-label look for unusual product exposition.

Full wrap solutions also have promotional possibilities (eg. a loyalty campaign) on the reverse side that are visible only after purchase.

Often food packages are piled up on the shelf. In this case, full wrap labels bring shelf visibility to the next level. All this improves the impression and gives more opportunities to differentiate your food product at the point of sale. Full wrap labels can also substitute high grammage folded carton sleeves with lighter pressure sensitive label construction while still offering premium shelf appearance.





award winning

We pride ourselves on being the leading sustainable frontrunner in the New Zealand market, and this has been acknowledged at the 2020 PIDA awards and the 2020 Pride in Print Awards.

australasian packaging innovation and design awards and nz pride in print awards

According to the NZ Packaging Council, New Zealanders consume about 735 000 tonnes of packaging every year and recycle only about 58%. The New Zealand market is facing an urgent need to develop more sustainable products and solutions to reduce plastic waste.

Kiwi Labels is New Zealand's pioneer in digitally printed labels and we have forged a national presence in the Fast Moving Consumer Goods (FMCG) market for over 44 years.

Most recently, we've demonstrated our leadership in the industry with the launch of the new UPM Raflatac RW85C PET wash-off solution at the 2020 Australasian Packaging Innovation & Design Awards (PIDA).

Through continuously improving our innovative product portfolio, we've found the RW85C PET wash-off label adhesive solution to be a truly sustainable way to maximise

the recyclability of PET containers, thereby helping brand owners achieve their sustainability targets.

We joined forces with UPM Raflatac, playing our part in the UPM Raflatac SmartCircle™ sustainable product offering. This sustainable label solution was nominated in two categories at the 2020 PIDA awards, ultimately taking home Bronze in the 2020 Sustainable Packaging Design Special Award-Retail Pack category.

The KiwiCycle Wash-Off labels then went on to win at the 2020 Pride in Print Awards – New Zealand's print industry awards. They won two gold medals at these awards, taking the top award in the Industry Development and Creativity category.

Proud achievements for our team, and a high mark of recognition for printing excellence and leadership in sustainable packaging.

innovation



Innovation is in our DNA. Since 1976 Kiwi Labels has offered this key point of difference to our customers – there is no problem too big for us to solve. It's a mindset that's provided us with multiple awards and, more importantly, saved New Zealand businesses millions of dollars.

Products such as hang cell labels, peel and reveal labels, security labels, heat sensitive inks, inks that smell (nice like strawberries), inks that scratch off, labels that wash away with water, labels made from special materials like wood, promotional labels, multi-layer labels, even labels that can hide a spork – these are why our customers stick with us.



We are New Zealand's most awarded label company for innovation. It's something we are very proud of.

No matter what industry you are in we can provide the opportunity for you to add value to your product – it's a challenge we can't resist.

This drive has been recognised and acknowledged with the recent KiwiCycle Wash-Off label awards received.

Kiwi Labels, we Evaluate – Collaborate – Elevate.



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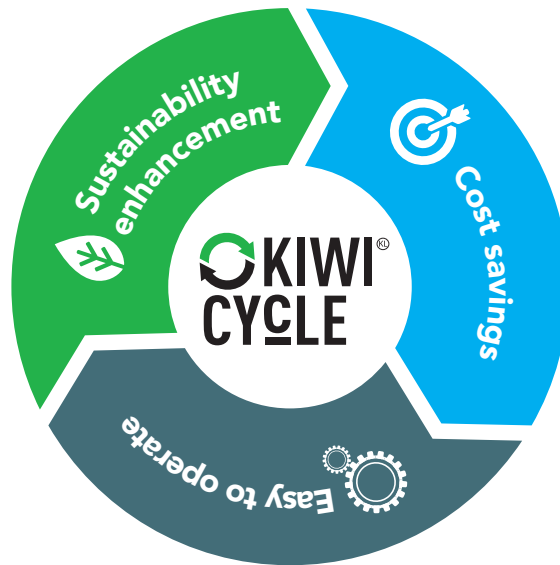
Environment ISO 14001

Kiwi Labels commitment to our environment starts with our controlled internal certified auditing ISO 14001 system 'Enviroguard'.

This system is a key part of our business to ensure accurate control of our systems and processes.

Kiwi Labels is committed to the:

1. Continuous improvement of its processes
2. Prevention of pollution
3. Training of employees in environmental issues related to the business and the environmental effects of their activities
4. Monitoring our progress and review of environmental performance on a regular basis
5. Maintaining compliance with ISO 14001.



Contact our national sales team to discuss how **KiwiCycle** can help you achieve your waste and recycling targets.



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Disclaimer: The performance of the products outlined in this book should always be tested in actual application conditions. The recommendations given are based on the most current knowledge and experience given to us by our suppliers. We advise that users of these products research further to ensure that the product is suitable for its intended application. All information is subject to change without notice.

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