PURE CIRCULARITY

RafCycle[®] by **UPM** Raflatac





Recycle your label release liner waste

Brands are setting ever-ambitious sustainability targets to enable circular economy. In the process of labeling products, the label release liner is a waste stream that is often overlooked. However, with RafCycle, you can put your waste to work.

What's in it for me?



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Sustainability & circularity

- Enable circular economy with closed loop solutions.
- Support the efficient use of raw materials.
- Track your carbon emission reductions.

Cost savings

• Reduce your label waste recycling costs.

Easy to operate

- Leave the waste pick-up to UPM Raflatac.
- Get local hands-on support.

Brand & business value

- Show your recycling efforts with the RafCycle certificate.
- Take advantage of marketing opportunities with us.

UPMRAFLATAC

Four easy steps for paper liner recycling

- We'll provide you with cartons.
- 2 Collect the label release liner waste in the amount agreed (min. pickup amount is 5 pallets, 300-500kg per pallet). It needs to be free of contaminates, including labels, adhesives, plastics, cardboard and cores.
- **3** Once you reach the agreed amount of waste, we'll arrange the transportation to collect it.
- 4 Your liner waste is recycled into paper fiber which is used for new label liner materials or magazine paper. The closed loop begins again.









What's the scope?

RafCycle service aims to be free of charge. We collect all your liner waste when:

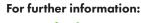
- 1. You are using UPM Raflatac label materials
- 2. We have a joint aspiration to grow together



www.upmraflatac.com



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