

# 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?



#### 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.

## Four easy steps for paper liner recycling

- 1** We'll provide you with cartons.
- 2** Collect the label release liner waste in the amount agreed (min. pick-up amount is 5 pallets, 300-500kg per pallet). It needs to be free of contaminants, 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.



[www.upmraflatac.com](http://www.upmraflatac.com)



RafCycle®

For further information:

[www.rafcycle.com](http://www.rafcycle.com)

## 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**