

Sustainable Solutions

Avery Dennison® LPA 81x powered by Avery Dennison LightSmart™ Technology

Elevating Brands and Accelerating Performance
Throughout the Global Retail Supply Chain



LPA 81x powered by Avery Dennison LightSmart™ Technology

Innovative “backing paper-free” Print & Apply Labelling Solution offers accelerated performance, intelligence and sustainability.

The Avery Dennison LPA 81x uses LightSmart™ Technology which eliminates wasteful backing paper material when printing content and shipping labels in the manufacturing, packaging and logistics industries for:

- Cartons
- Trays
- Pallets

Compared to conventional pressure sensitive (PS) labelling with backing paper and standard label lengths, the LPA 81x offers significant bottom line benefits through increased productivity, improved efficiency and reduced environmental impact.

Increased Productivity Enhances Performance

Eliminating the backing paper cuts time, steps, hassle and expense, adding productivity and flexibility through:

- **Increased production line uptime** due to 60% more labels on roll*
- **Reduced operator workload** due to fewer and easier roll changes
- **No backing paper waste handling** and associated costs
- **Flexible label length** maximising material use
- **Reduced material and ribbon** resulting in lower consumable costs



Improved Efficiency Increases Savings

Using the LPA 81x with LightSmart™ accelerates operational efficiency without concessions to quality. No backing paper and flexible label sizes on a single supply roll mean:

- **Fewer supply SKUs:** Only one supply roll is needed for different label lengths
- **60% less material handling** compared to PS labels due to more material on roll*
- **Reduced inventory space**
- **Reduced logistics and lower total shipping costs** due to more labels on roll

Reduced Environmental Impact Elevates Brand

By eliminating the backing paper, LPA 81x elevates brand, increasing a company's sustainability credentials through:

- **No backing paper production**
- **No backing paper waste**
- **Less material to transport**

* Source: Avery Dennison internal test data

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Design and Development → Manufacturing → Logistics → Retail →

Using LightSmart™ Technology material leads to significant reductions in water and energy use, solid waste production and CO2 emissions when compared to conventional pressure sensitive labels.

The Avery Dennison™ Greenprint life cycle assessment tool demonstrates the savings below:

GREENPRINT SCOPE		WATER	ENERGY	GHG	SOLID WASTE
DIFFERENCE	Partial LCA	416.630 Litres	261.780 MJ	0.7 Tonnes CO2	800 kg
IMPACT		47% less	25% less	2% less	65% less

based on 100.000 m² equivalent to about 6.700.000 labels in format 100x150mm.

Results are displayed with several significant figures, but do not imply a corresponding level of precision.

Tool: Proprietary Avery Dennison™ Greenprint Methodology

Data Source: SimaPro 7.3.3, ecoinvent v 2.2

Scope: Raw materials, transportation, packaging, manufacturing, distribution and end of life



Water – Reduces water usage by 47%, equivalent to the amount of annual drinking water needed for 439 people



Energy – Reduces energy usage by 25%, equivalent to saving the annual energy consumption of 9 households



GHG – Reduces the carbon footprint by 2%, equivalent to removing one car from the road for one month



Solid Waste – Reduces the solid waste footprint by 65%, equivalent to eliminating the waste generated from 1 household each year

How LPA 81x Works

This newest way to print and apply labels on secondary packaging is that simple:

- The LightSmart™ material arrives coated on the reverse with a non-tack adhesive
- Using the LPA 81x Print & Apply unit, data is printed onto the material and labels are cut to the desired length
- The adhesive backing is then activated through infrared heat. The LightSmart™ label becomes sticky through heat activation **after** the print and cut stage – a key differentiator compared to existing backing paper-free Print & Apply solutions.
- The sticky label is then applied

Learn More About Avery Dennison LPA 81x and LightSmart™ Technology

Contact us for:

- Solution presentation at your location
- A production line audit calculating the benefits of using the LPA 81x
- A technology demonstration in one of our Avery Dennison locations

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Avery Dennison Retail Branding and Information Solutions

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