

# FACESTOCK

A step ahead for sustainable labels on-demand



# SUSTAINABLE LABELS WITH FACESTOCK PRINT-ON-DEMAND SOLUTIONS

Sihl combines economic success with environmental protection and social responsibility. Economy and ecology go hand in hand. ESG (Environmental Social Governance) is the guiding principle and it sums up what we do.

The whole world is making efforts to increase the percentage of recycled plastic packaging. The EU, for example, is aiming for a 55 % share by 2030 (European Parliament and Council directive 94/62/EC on packaging and packaging waste).

Sihl FACESTOCK is leading the way to more sustainable labels for print on demand applications.

## > Recycle: Mono-packaging / automatic sorting

The FACESTOCK range includes BOPP and PET films in various sizes and colours. Together with the right adhesive, they support recycling efforts, whether by enabling mono-packaging or automatic sorting during recycling.

## > Reduce: CO<sub>2</sub> emissions with DUAL print technology

To reduce CO<sub>2</sub> emissions, 11 products with DUAL printing technology are available. This reduces inventory along the entire logistics chain, as only one product is needed for at least two printing technologies, such as inkjet and laser for example.

## > Save: Raw material by reducing weight

Sihl saves resources in the use of materials and offers two aqueous inkjet products (7069 / 7054) with reduced weight. Compared to the corresponding PET (7859 / 7858) or BOPP grades (7857 / 7852) their total weight is reduced by 20% or 40%. This saves valuable raw materials and increases productivity thanks to the higher number of labels per roll.

## > Recycled: Sihl continues to lead the way of coated films!

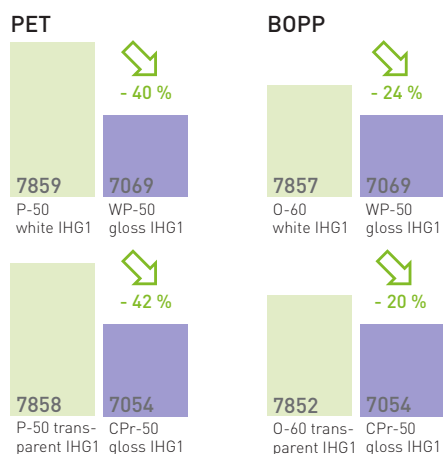
Sihl now offers 5 FACESTOCK filmic products with a PCR content between 30% and 90%, unchanged mechanical properties and the same unchallenged Sihl printing performances in laser or AQ inkjet.

7054	CPr-50 gloss IHG1	clear	inkjet
7858	CPr-80 gloss IHG1	clear	inkjet
7809	WPr-80 gloss IHG1	white	inkjet
7854	SPr-80 gloss IHG1	silver	inkjet
7063	CPr-57 gloss LG1	clear	laser



Sihl FACESTOCK coatings in combination with on-demand printing technology makes it easier and more affordable to produce exactly the amount of labels needed, plus meet customers' personalisation requirements.

- > No more ordering pre-printed labels that are sometimes out of date by the time they arrive and are thrown in the bin
- > Flexibility up to the last second of printing to respond to new situations or to print special editions
- > Industrial digitally printed labels have long delivery times and consume extra CO<sub>2</sub> for transport
- > Print labels in your own company or close to the customer to minimise transport distances and time



**Saving raw material by reducing weight**



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