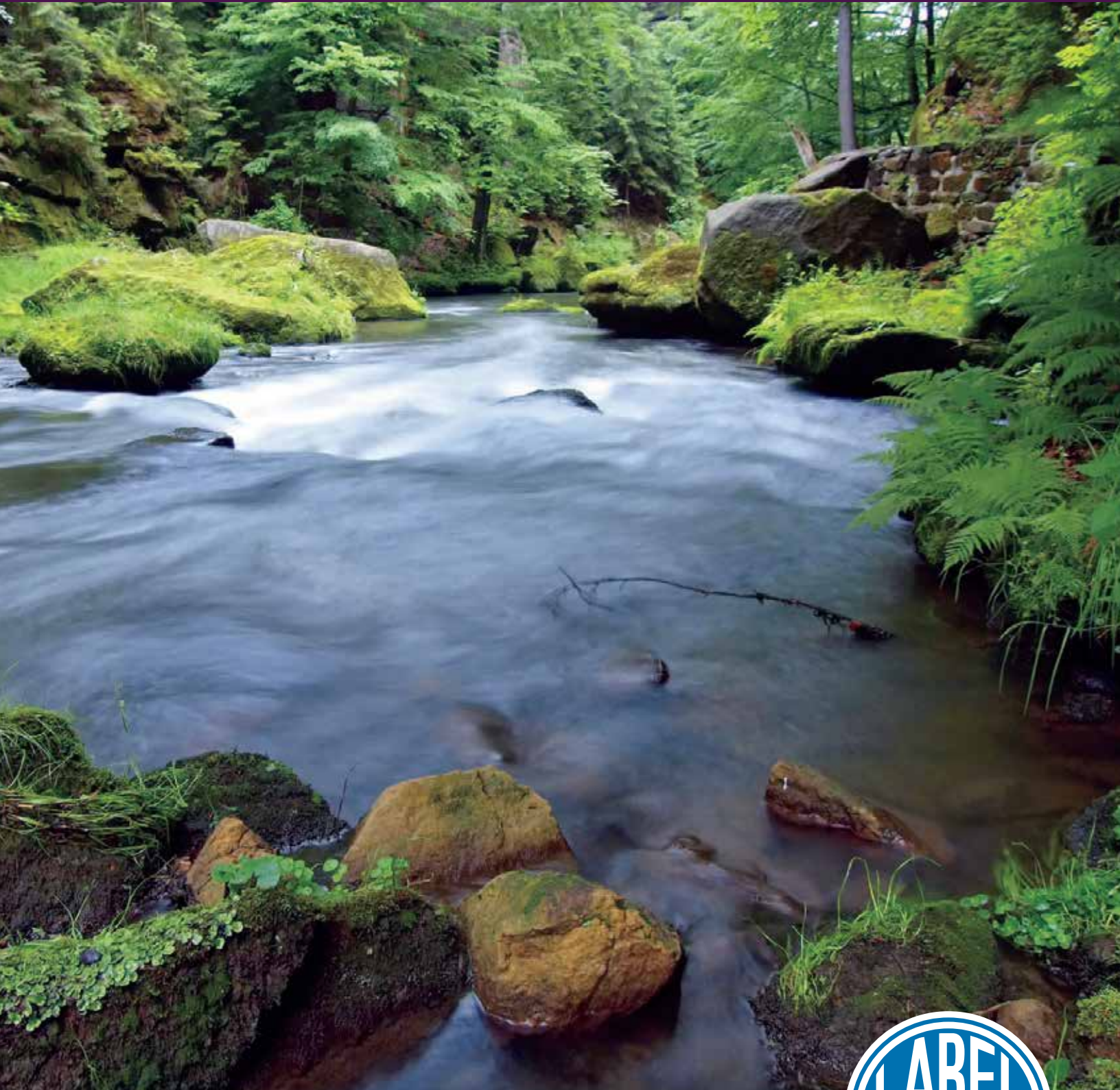




The Recyclable  
*EnviroLiner*



“We don't have to sacrifice  
a strong economy for a healthy environment.”

Dennis Weaver



Our innovative  **The Recyclable EnviroLiner** made of 100% recycled paper

We've changed the landscape... literally. When you chose our Patented Recyclable EnviroLiner, you are ensuring that your company is getting a high-end label that stands out in the crowd yet is environmentally sustainable. That's good business.

**"Sustainability is about ecology, economy & equity."**

Ralph Bicknese

### The release on the release liner.

A release liner is a paper or plastic based film sheet used to prevent a sticky surface from prematurely adhering. It is coated with a silicone release, which provides a release effect against any type of a sticky material such as an adhesive.

Current release liner is coated with a heavy coating of silicone to act as the release agent. Due to the high levels of silicone, liners are not recyclable in local recycling facilities. In North America alone 30,000 trailer loads or 1,200,000 tons of liner are dumped into landfills each year.



We are the only printer on the planet who offers a Recyclable EnviroLiner which is environmentally recyclable and made with 100% recycled paper.

### How did the Recyclable EnviroLiner come about?

#### Demand from existing customers

Push came from Walmart who wanted to reduce all its non-recyclable components from their facilities and the traditional release liner was a major concern.

Another client, Frito Lay, has a zero landfill policy and the release liner was the only product going to the landfill. We needed to address that...we did.

#### Competition

Simply said... there is none. Worldwide no one else offers a recyclable release liner made with 100% recycled paper.

#### We give you the Advantage

Our Patented Recyclable EnviroLiner requires no new printers or applicators. You will find EnviroLiner with paper or film facestock including gloss, thermal transfer, direct thermal, or laser sheets. Can be used for hand applied or machine applied applications.

### New Environmental Benefits

-  sustainability
-  wattage saved
-  lower carbon footprint
-  reduce landfill
-  less water consumption
-  greenhouse emissions



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