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NEW CARBON NEUTRAL LABEL FILM - ENCORE C45cn

Innovia Films are launching Encore C45cn, the first carbon neutral* BOPP label film. Encore C45cn is ISCC certified and will contribute to reducing carbon footprint and reducing the use of fossil resources.

Stephen Weber, Key Account Director, Labels at Innovia Films explains *“in addition to being carbon neutral Encore C45cn is a high MD stiffness 45um BOPP bubble film for automatic label dispensing performance. This could allow the replacement of standard 50um films giving a further 10% material saving “*

*Encore 45cn is carbon neutral on a mass balance and cradle to gate basis as certified by the International Sustainability and Carbon Certification (ISCC Plus) programme.

According to the Ellen MacArthur Foundation programme CE100 co-authored report “achieving the 2030 UN Sustainable Development Goals and Paris Agreement climate targets will hinge upon the global transition to a low-carbon circular economy”. In line with this, major brand owners are making commitments to move towards net zero emissions and as part of this will communicate the carbon footprint of each product. The availability of a carbon neutral film to lower the labels’ carbon footprint is one step to help towards this net zero emissions goal.

PICTURE CAPTION: Encore C45cn is a carbon neutral film for pressure sensitive applications.

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Innovia Films is a major producer of highly differentiated speciality Biaxially Oriented Polypropylene (BOPP) films using a proprietary ‘Bubble’, Multilayer Stenter Technology and Cast manufacturing processes.

The company holds a leading global position in the markets for high performance coated films, tobacco overwrap, labels and security films. Innovia employs >1400 people worldwide and has production sites in Australia, Belgium, Germany, Mexico, Poland and the UK. The company is focused on high quality value added products, strong customer relationship, R&D and excellent service.