



PLANTIC[®]
Changing the nature of plastics

Water Dispersible Labels

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R&D Partner

SA Labels

SA Labels Ltd is one of the UK's largest independent manufacturers of bespoke on roll self adhesive labels.

Background

SA Labels Ltd approached Plantic with the concept of water dispersible labels.

Types of products

Labels for labeling applications that benefit from Plantic's water dispersibility post its label use. Examples for labeling applications: tableware, dishware, glassware. Applications where product will be washed with a dishwasher before its use.

Technical challenges

Meet key requirements:

- High resolution printing
- Water dispersibility
- Adhesion of suitable adhesives
- Efficient conversion

Why Plantic[®]?

Plantic[®] offers a unique property profile for this application. High quality printability is a key attribute for Plantic[®]. In addition, Plantic[®] product is water dispersible and will disperse in a dishwashing cycle. Plantic[®] meets the European standard for flushability in water (14987:2006) and is certified "OK Biodegradable Water" by Belgian Certification Institute AIB Vincotte.



Status

Market testing is well advanced.

Potential market / benefits

- Consumer research confirms product appeal. Consumers prefer a water dispersible label vs. Most labels that are just too sticky to remove and leave sticky residues or require solvents to remove
- In market testing underway
- Significant market potential

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