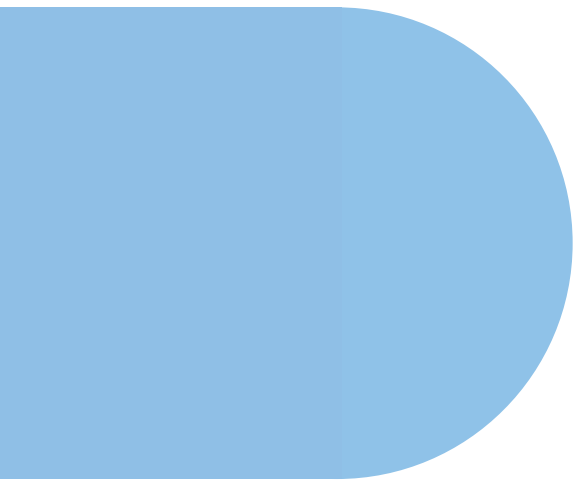




# The RLGreen Guide to Sustainable Labeling & Packaging

**RESOURCE**  
LABEL  **GROUP**  
®

**RLGREEN**  
POSITIVE SOLUTIONS



# Let RLGreen guide you on the road to sustainable labels and packaging

Has your company been weighing the benefits of switching to sustainable labeling and packaging but don't know where to begin? Or perhaps you have a plan ready to enact once you find the right sustainability partner.

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## There are a whole host of reasons to make the change now:

- To be compliant with upcoming federal, state, and local regulations - with time to spare
- A desire to get your products on the shelves of retailers who have sustainability requirements for vendors
- To meet or beat your competitors' sustainability efforts
- Increased preference from consumers
- and investors to engage with sustainable brands
- To provide quantifiable proof that your company is doing something to help the environment
- To take your sustainability initiatives to the next level
- You simply believe it's the right thing to do

**It's 2023. Sustainable labels don't have to be boring!**

RLGreen - Resource Label Group's sustainability solutions team - is ready to meet you wherever you are in the process - and no matter what your motivation may be. We can help you develop sustainable labels that are cost-effective, won't disrupt your supply chain and are just as eye-catching as the ones you're using now.



## First things first: What is sustainable packaging?

The term “**sustainable packaging**” may sound like an ambiguous term or environmental buzzword, but it isn’t. It means a company has thought about what’s going to happen to that package after it’s been used.

- Is it recyclable or compostable?
- Does the label have to be removed from the package before recycling it?
- How many times can the package be recycled?
- Can it be made with recycled content?
- Is the package as light as we can make it so less fuel is used to ship it?

# Labels don't have to be a source of waste and pollution

Nearly every product you touch has a label on it. And all those labels could be a major source of waste, ocean pollution and other environmental hazards. But they don't have to be - especially when you produce them with Resource Label Group's sustainability initiative, called RLGreen.

We will consider all your needs and help you decide which of our eco-friendly labeling and packaging options will serve you and your customers best:

- Labels made from responsibly sourced materials certified by the Forest Stewardship Council
- Recycle-friendly labels that don't have to be removed from the package during the sorting process
- Pressure-sensitive labels and shrink-wrap labels that meet the Association of Plastic Recyclers' design guide standards
- Compostable labels that break down over a matter of months, not years
- Returnable packaging
- Best-in-class recyclable liners
- Lightweight labels that use less material and reduce the amount of fuel needed for transportation
- Labels made with post-consumer recycled materials

**"You're never going to get away from that plastic bottle. But you can tell those consumers, 'You can 100% recycle this.' Circularity is key."**

- **Tim Bohlke**, *Director of Sustainability,*  
*Resource Label Group*

# We're Dedicated to Helping the Planet, Our People and Our Customers

Our goal is to create and adopt **Positive Solutions** that make a real difference in how we interact with our planet, how we create a family culture for our employees and how we work together with our customers to develop sustainable practices and solutions.

Our concerted efforts can be monitored via reporting services such as the Carbon Disclosure Project and EcoVadis, providing concrete proof that we're doing our part to help the planet.

## Planet

- Sustainable Impact
- Sustainable Innovation

We're invested in the stewardship of the planet we all share. We demonstrate this by setting measurable goals to **reduce our carbon footprint and landfill use.**

## People

- RLG Community
- Supplier Partnership Alignment
- Empowerment through Education & Training

We're committed to the health and safety of our employees, and we embrace the opportunity to train our people and our clients' teams on how **we can work together to make an impact.**

## Customers

- Transparency
- Core Values & Beliefs
- Collaborative Solutions & Services

We represent our core values every day internally and externally. **We also pledge to be transparent with the public,** showing how well we are living up to our goals by reporting those metrics to third-party groups like the Carbon Disclosure Program and EcoVadis.

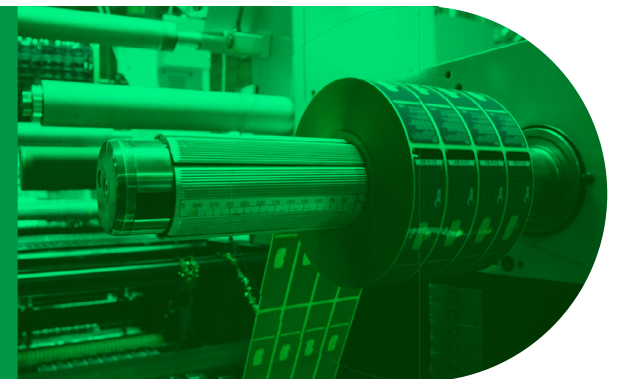
# We don't just talk about being sustainable.

At Resource Label Group, **we believe that every decision in the labeling and packaging process matters.** And even though we provide labels for your products, we do our part to make them more sustainable by:

- Monitoring energy and water consumption at all our facilities, including keeping a sustainability scorecard at both the site and company level
- Choosing the most sustainable materials, including inks, that meet the APR's preferred guidance
- Using non-toxic, water-based ink that is safer for our employees and the environment
- Reducing landfill usage across our network with the goal of becoming landfill-free
- Efficiently operating hybrid/HP presses that generate less waste
- Increasing the number of labels per roll
- Recycling our paper and pallets



And we're not stopping there. We keep up to date on **sustainable trends** and look for ways they can benefit our clients.





## Don't look for cost savings in a vacuum

When you look for ways to save money on your own, you may not be able to see the proverbial forest for the trees. You can achieve better results by thinking holistically and working with a labeling partner that looks at your sustainability goals and helps you select the right materials and processes to make them a reality.

### **This level of insight comes from asking the right questions:**

- How can you reduce label costs without compromising your brand image?
- How can you process labels more efficiently without having to change or simplify them?
- How can you better use long-term planning to prevent supply chain problems?

# A free step in the right direction

At Resource Label Group, we're ready to meet you wherever you are in your sustainability journey.

That starts with a complimentary [sustainability consultation](#). If you're ready to take the next step, reach out to us for a [quote](#) or give us a call at [1.888.526.8177](tel:1.888.526.8177) (Monday-Friday, 8 a.m. 5 p.m. CT).

