NEWS

MCC Receives APR Recognition for recycLABEL™ Roll-Fed Label on PET Bottles

Labeled with Care

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MCC, a global leader in premium label solutions, is proud to announce a major milestone in sustainable packaging innovation. The company's recycLABEL™ cPET Roll-Fed Label has received recognition from the Association of Plastic Recyclers (APR) for meeting APR Design® Recognition, the highest criteria for recyclability according to the APR Design Guide for Plastics Recyclability.

The APR recognized MCC's recycLABEL™ cPET Roll-Fed Label as meeting or exceeding the APR PET-CG-01 Critical Guidance Protocol for PET Rigid Containers. The submitted data was reviewed by a qualified laboratory and demonstrated that

the label is compatible with the PET recycling stream, contributing to increased rPET yield and maintaining the integrity of the recycling process.

PRINT

Engineered for Recyclability and Operational Efficiency

The recycLABEL™ Roll-Fed Label is an industry-first reclaimable label that enables PET bottles to be recycled with the label on. Its monolayer design enhances operational efficiency by reducing reel changes and extending runtime. Thanks to a thinner gauge and stronger polymer base, Roll Fed labels allow more labels per reel. This extends the time between changeovers, reducing stoppages caused by frequent reel replacements and ultimately increasing output per shift, week, and year.

Sustainable innovation is at the core of this packaging solution, which features a thinner film design that significantly lowers the carbon footprint. The ink used in the label washes off easily during recycling, helping maintain label clarity and enhancing the quality of recycled PET (rPET). Additionally, the design reduces reliance on fossil fuel-based polymers by 37%, contributing to a more circular and environmentally responsible packaging system.

Megan McGrory, MCC Sustainability Manager, North America, commented: “recycLABEL™ represents our commitment to sustainable innovation and operational excellence. Receiving APR recognition validates our efforts to support a circular economy and helps brands meet evolving regulatory and environmental standards.” The recycLABEL suite of products is part of MCC’s CARE Collection, a range of solutions aimed at helping customers achieve their sustainability goals.

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