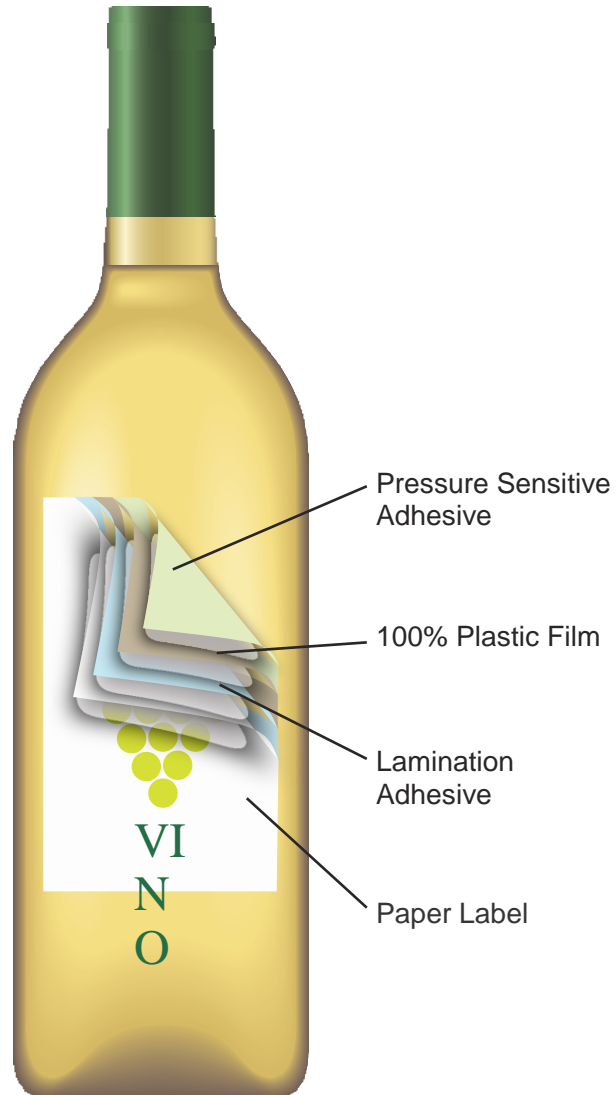


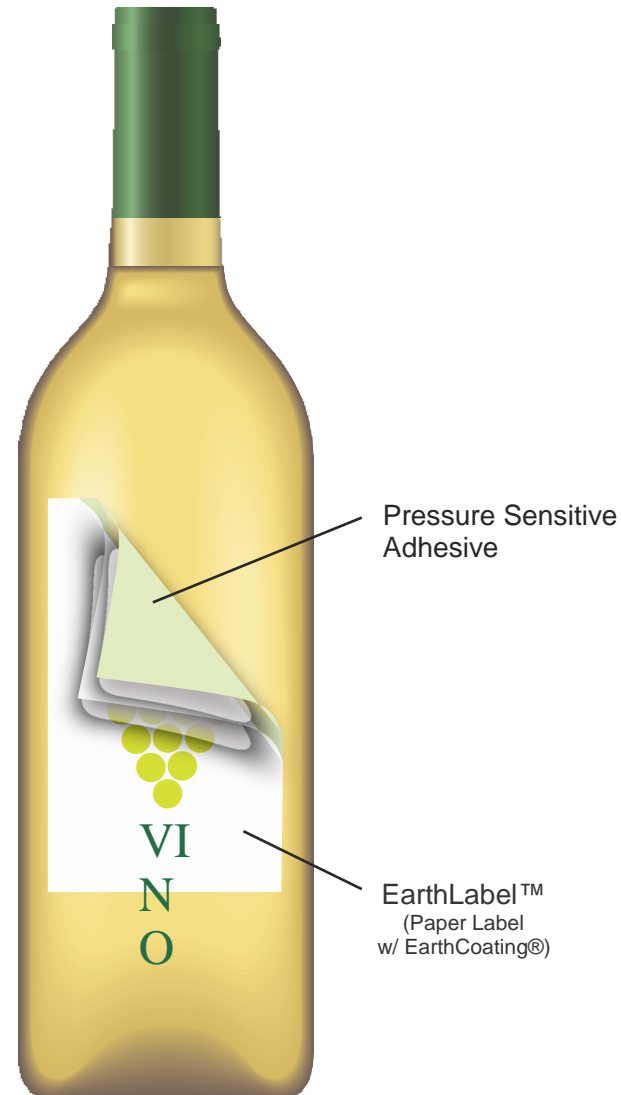


DEVELOPERS OF STRATEGIC CONSUMER PACKAGING APPLICATIONS

Legacy Welded Label



EarthLabel™



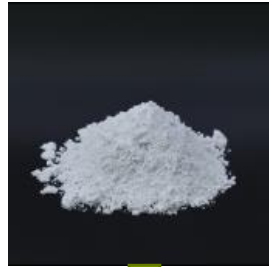
Advantages

- **moisture-vulnerable lamination adhesive layer is removed**
 - *lower cost*
 - *better performance*
- **no unprotected adhesive surface layers**
 - *improved label adhesion under high moisture and ice bucket conditions*
- **replaces 100% plastic film layer**
 - *less plastic content*
 - *removes lamination process*
 - *lower cost*
- **increased label whiteness through improved adhesion**
- **EarthLabel™ does not contain polyvalents, polyurethane nor solvents found in lamination adhesives**

EarthCoating

earthcoating®

a mineral-based coating alternative to conventional plastic coatings.



Refined
Minerals



100%
Plastic
LDPE, PP,
HDPE,
PLA, PBAT
or PBS

Mineralized
Resin
(35-51%
mineral
by weight)

A drop-in replacement for 100% plastic coatings

- Contains 50% less plastic
- Looks the same
- Works the same
- Runs on all existing equipment
- Affordable

GTREE™

Sustainability seems to be on every winemaker's mind these days. But it also presents in our GTREE™ labels. GTREE™ is an environmentally sustainable 100% PCW high-performance wet-strength wine label stock. GTREE™ contains true recycled fiber and has one of the greenest environmental footprints of any label stock available. It is specifically designed for increased resistance to water absorption, which enables GTREE™ to maintain its premium appearance even when exposed to ice bucket conditions for prolonged periods. That means no wrinkling, no peeling from the edges, and no greying out. Naturally, GTREE™ is available in a range of different adhesives, weights and surface textures.

Consider combining GTREE paper with EarthCoating® technology for the ultimate in appearance and plastics reduction.



Use our GTREE™ Calculator and see how much you would be saving the environment.

[SEE YOUR IMPACT WITH OUR GTREE CALCULATOR](#)

EarthCoating + GTREE™

When printing your label, another environmentally friendly option to consider is our GTREE™ 100% PCW high-performance wet-strength wine label stock made with EarthCoating®. This breakthrough mineralization and plastic reduction technology allows for superior whiteness retention and ice bucket performance. Plus, it's a very cost-friendly alternative to welded label products.



A cut & stack label that looks, feels & functions like a wet-strength pressure sensitive label

Cut & stack labels are now more valuable to brands looking for enhanced wet-strength performance and no “graying out”

Features & Benefits

- EarthLabel CS employs EarthCoating® for enhanced wet-strength performance that keeps your label on its bottle longer in ice bucket and high humidity conditions
- EarthLabel CS offers an exceptionally smooth print surface & high dyne levels that make printing high-quality graphics easy via standard offset, flexographic and digital printing techniques
- EarthLabel CS has an improved opacity that ensures your printed graphics remain vibrant and avoids your labels from “graying out” when subjected to ice bucket or high humidity conditions
- EarthLabel CS labels may be run on your existing cut & stack label printing & converting equipment at high line speeds
- EarthLabel CS may be used with EarthCoating as the interior barrier layer or the outer barrier/print layer

