Avery® Glossary of Environmental Terms

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Avery Dennison
EcoFriendly

The following is a list of common environmental terms that we hope our customers and consumers will find useful. We encourage you to learn more about the organizations mentioned here by visiting their official websites.

Please send any questions to feedback@averydennison.com.

A

ACMI - Products bearing the AP (Approved Product) Seal of The Art & Creative Material Institute (ACMI) designate products that are non-toxic. These products are certified in a program of toxicological evaluation by a medical expert to contain no materials in sufficient quantities to be toxic or injurious to humans or to cause acute or chronic health problems including children. This certification is generally applied to art and craft products such as Writing Instruments and T-shirt Transfers.

Aerobic – occurring in the presence of oxygen.

Alternative energy – this is energy obtained from sources other than fossil fuels such as wind, solar, nuclear energy. See also offsetting.

Alternative fuels – similar to above, alternative fuels are obtained from renewable resources, such as methanol, biofuels, or hydrogen.

Anaerobic – occurring in the absence of oxygen.

B

Biodegradable – able to decompose or break down through natural microbiological action in aerobic or anaerobic conditions and return to only those things found in nature.

Blister packaging – a packaging solution that protects the product behind a clear plastic "blister" sealed to an informational backing card. Blister packs are made from a selection of common plastics such as PVC or recycled PET (rPET). PET stands for polyethylene terephthalate and is the plastic most commonly found in soft drink bottles. Blister packaging used in Avery® brand Hi-Liters®, Marks-A-Lot® Dry-Erase Markers and other writing instruments' packaging are made from recycled PET. See also Paperboard packaging.

C

Carbon dioxide – (CO_2) is a naturally occurring greenhouse gas in the atmosphere and is a by-product of burning fossil fuels, which can contribute to climate change.

Carbon footprint – a measure of the individual or organizational impact on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide equivalents.

Carbon neutral – an activity that does not produce any carbon emissions or whose carbon emissions have been offset. See offsetting.

Chain of custody – chain of custody certification of a facility ensures that a characteristic of an incoming raw material maintains its integrity throughout the entirety of a production process. For example, to produce FSC certified products, the facility must have FSC chain of custody certification of its production process by an independent agency. See also FSC.

Chipboard – also known as particle board, a type of paperboard that is made from wood or wood by-products. Chipboard has a number of uses including stiffening panels in vinyl or polypropylene binders.

Chlorine free certified – products made without the use of added chlorine compounds as bleaching agents. Chlorine and its compounds can react with organic materials in the bleaching

process to produce dioxin and other harmful byproducts. Certified chlorine free products ensure the delivery of products manufactured in a chlorine free process. Certification is provided by the Chlorine Free Products Association (CFPA).

Climate change – the significant long term change in temperature and weather patterns related to natural processes or human activities that increase greenhouse gases in the atmosphere.

Coated recycled board packaging – also referred to as paperboard or clay-coated news back (CCNB), this is a multi-ply paperboard made of recycled material that is coated for printability. Coated recycled board is used as a primary package in folding cartons, kit cartons, and as a backing in blister packaging found in Avery® brand Hi-Liters® and Marks-A-Lot® Permanent Markers.

Coated recycled board is also the primary packaging material in our Avery® brand EcoFriendly Labels and is made from 100% post-consumer recycled material. See also Paperboard packaging.

Compostable – refers to a material that is able to break down in the soil under aerobic conditions. See Composting.

Composting – a process whereby organic waste including food and paper decomposes naturally. The result is a material that is typically rich in minerals and ideal for gardening and farming as a soil conditioner, mulch, resurfacing material, or landfill cover.

D

Design for the environment – also known as "product greening", this is a process in which a product is designed to minimize its environmental footprint from raw material sourcing, manufacturing, end use and disposal. See also Life Cycle Assessment.

Designed for disassembly – a characteristic of a product's design that enables the product to be taken apart at the end of its useful life to be reused, recycled, or otherwise diverted from the

landfill. Avery's patent-pending Recyclable Binder is designed for disassembly and recycling of its component parts.

Dioxin – potentially harmful byproduct resulting from bleaching paper. Dioxin is listed on California's Proposition 65 list of carcinogens and reproductive toxins. See also Chlorine-Free Certified, Processed Chlorine Free and Totally Chlorine Free papers.

E

Eco – referring to ecological, "eco" is often used to indicate an environmentally beneficial feature or product attribute.

Eco-assessment – an evaluation of your home or workplace with the aim of reducing chemical, energy and water usage, consequently reducing environmental impact.

EcoFriendly – many products are described as eco or environmentally friendly with broad definitions and varying standards. The Avery Dennison EcoFriendly™ signature identifies products

Avery Dennison EcoFriendly

meeting Avery Dennison's standards for substantive environmental benefits. The EcoFriendly signature is not a brand or sub-brand, but is the official "mark" of an Avery Dennison product with substantive environmental attributes.

EcoLogo – certification from Environment Canada's Environmental Choice Program. Criteria for this certification includes greenhouse gas emissions, water and energy resource consumption and use of recycled fiber.

Elemental chlorine free (ECF) – paper manufactured without elemental chlorine as a bleaching agent but instead with a chlorine derivative such as chlorine dioxide. Elemental chlorine bleached papers are the minimum standard for paper making in the U.S. and do not eliminate chlorine emissions in the manufacturing process. See also Processed Chlorine Free and Totally Chlorine Free options which have environmentally preferred attributes over ECF.

Energy efficient – refers to technology and behaviors that can reduce the amount of electricity or fuel used to do the same work, thereby reducing environmental impact.

Energy saving lightbulbs – lightbulbs that use less energy than conventional bulbs. For example, Compact Fluorescent Light bulbs (CFLs) use less energy than standard incandescent bulbs and can last significantly longer.

Emissions cap – a voluntary or regulatory limit placed on companies regarding the amount of greenhouse gases they can emit either through products or manufacturing processes.

Environmentally benign adhesive (EBA) – refers to adhesives certified by United States Postal Service (USPS) specifications as compatible with the paper recycling process. Many Avery® brand self-adhesive label products use a U.S. Government certified adhesive for recycling compatibility and comply with Federal Executive Order 13148, Section 702. For example, see our Avery® brand White Laser and Ink Jet Mailing and Shipping Labels and Avery® brand EcoFriendly labels.

Environmentally preferable – products or services that minimize or have a reduced impact on the environment relative to comparable alternatives.

F

Fossil fuel – refers to coal, oil and natural gas. These are non-renewable resources resulting from the decomposition of fossilized plant and animal matter. Fossil fuel is the most common energy source in use globally.

FSC (Forest Stewardship Council) – The Forest Stewardship Council (FSC) is an independent, international, certification body that trains, accredits, and monitors third party certifiers and establishes international forest management standards. Paper products sourced from FSC-certified distributors have proven responsible use of forest resources. Products bearing the FSC logo must have documented chain of custody certification. See also sustainable forestry.

G

Green – a common term for efforts toward increased environmental awareness, protection and improvement.

Green building – refers to the use of environmentally sound

principles for building, material and energy use. A green building, for example, might make use of energy saving lightbulbs, solar panels, skylights, and recycled building materials. See also Design for Environment.

Greenhouse effect – refers to the process that raises the temperature of air in the lower atmosphere due to heat trapped by greenhouse gases, such as carbon dioxide. This is generally considered one of the contributory causes of global warming and climate change.

Greenhouse Gas (GHG) Emissions – a group of gases (mainly carbon dioxide, methane, nitrous oxide, and water vapor) that trap heat in the atmosphere. GHG is measured in equivalent mass of CO_2.

Greenwashing – refers to misleading consumers by overstating or misrepresenting environmentally beneficial features, or failing to disclose adverse environmental effects, through marketing and advertising claims. See the Six Sins of Greenwashing.

H

Heavy metals – generally refers to a group of regulated toxic elements, primarily lead, cadmium, mercury or hexavalent chromium. See also Lead.

I

J

K

Kilowatt-hours (kWh) – used to measure electricity usage. This measure is commonly used to calculate the electricity usage component of a carbon footprint.

L

Landfill – disposal area where solid waste is compacted and covered with dirt and topsoil. Solid waste in landfills typically does not degrade significantly due to limited exposure to air, light and water. Landfills are sometimes referred to as “mummifiers.”

Consequently, it is environmentally preferable to create products that can be reused, recycled, or contain recycled material.

Lead – a toxic metal that can be found in a variety of products. Lead can be toxic to humans and is known to cause a range of health effects, particularly for children. Lead is listed on California's Proposition 65 list of carcinogens and reproductive toxins.

Life cycle assessment – or Life Cycle analysis, a methodology to assess a product's full environmental impact, from extracting the raw material, to sourcing, manufacturing, end use and final disposal including reuse or recycling.

M

Mobius Loop - the "chasing arrows" symbol, is commonly used to convey that a product or package is recyclable and/or is made from recycled material. Look for Avery's recyclable packaging and recycled content products.

N

Non-renewable resources – resources such as oil, coal, and natural gas that cannot be replenished.

Non-Toxic – refers to materials deemed safe by toxicological evaluation. See ACMI.

O

Offsetting – the process of compensating for carbon emissions by a counteracting or offsetting activity. An example of offsetting activities is to plant trees that will absorb the equivalent amount of carbon dioxide produced by the carbon emitting activity.

Organic – often relates to foodstuffs or other plant or animal products grown or raised without synthetic fertilizers, pesticides or hormones. The scientific definition of organic refers to any carbon-containing compounds or materials originally derived from living or previously living material.

Ozone layer – located in the upper atmosphere these naturally occurring gases form a protective layer which shields the Earth

from excessive ultraviolet radiation. Pollution, temperature changes and other factors adversely affect the ozone layer.

P

Paperboard packaging – the most common packaging material used in a variety of protective packaging structures such as cartons, packets, and inserts as found in Easy Peel® Mailing Labels, or larger packs of Ready Index® Dividers, Office Cards, Name Badges, Crafts & Scrapbooking and other Avery® brand products. Paperboard is typically recyclable. See also Blister Packaging and Coated Recycled Board Packaging.

Plastic – typically refers to man-made materials composed mainly of petroleum-based chemicals. Many categories of plastics can be recycled through established recycling facilities. Many plastics take hundreds of years to biodegrade. See plastic recycling.

There are seven different categories of plastics commonly identified by a coding system numbered 1 to 7 inside a chasing arrows triangle. These codes are commonly stamped on the bottom of plastic bottles and containers and are used to identify plastics for collection and sorting.

1 = **PETE**, polyethylene terephthalate (PET), as in soft drink bottles and polyester fabrics
2 = **HDPE**, high density polyethylene, as in grocery bags and milk jugs
3 = **PVC**, polyvinyl chloride, as in household pipes and 3-ring binders
4 = **LDPE**, low density polyethylene, as in frozen food bags and six pack soda can rings
5 = **PP**, polypropylene, as in yogurt protectors, sheet protectors and writing instruments
6 = **PS**, polystyrene, as in cafeteria trays, egg cartons and styrofoam cups
7 = **Other** plastics, such as polycarbonate, nylon, fiberglass and others

Plastic recycling – the process of recovering scrap or waste plastics and converting these materials into new useful products.

For additional information on local recycling in your area, visit www.earth911.org/recycling.

Polypropylene – a versatile and durable plastic with fewer chemical additives than PVC and does not contain chlorine. Polypropylene is also a common plastic material found in Avery® brand Heavy-Duty Binders, Diamond Clear Sheet Protectors, Hi-Liters®, and Disappearing Color Glue Stics. See also PVC-Free.

Post-consumer content – see Post-consumer waste

Post-consumer waste (PCW) – refers to recycled materials (plastics, paper, etc.) collected after the consumer has used and disposed of them. The use of PCW reduces landfill burden and PCW paper reduces the need for new wood logging, thus reducing the impact on natural resources. Many Avery products contain 20% or higher PCW content such as Ready Index® Dividers and EcoFriendly Name Badges.

Post-industrial waste – See Pre-consumer waste.

Pre-consumer waste – waste materials recovered during the manufacturing process and diverted from landfill to be reused

by another company to make new products. They are sometimes referred to as post-industrial waste. Pre-consumer waste materials do not include "in-plant" wastes or manufacturing scrap. Both pre- and post-consumer waste materials can make up the Total recycled content.

Processed chlorine free (PCF) – generally the most environmentally preferred among the chlorine free designations, PCF is recycled paper that is manufactured without use of chlorine containing compounds as a bleaching agent. Processed chlorine free papers substantially reduce harmful substances associated with chlorine bleaching and are generally preferred over totally chlorine free papers because PCF papers contain recycled material. See also Totally Chlorine Free and Elemental Chlorine Free, Chlorine Free Certified.

PVC – polyvinyl chloride is a petroleum-based plastic formulation also referred to as vinyl. PVC is commonly used in household pipes, some 3-ring binders and other applications. See also Plastic.

PVC Free – refers to products that are not made with PVC (polyvinyl chloride). The term PVC-Free is generally applied to products that are

made of plastic but use an alternative to PVC such as Avery® brand Heavy Duty PVC-Free Binders which are made of polypropylene and Avery Writing Instruments blister packaging made of recycled PET.

Q

R

Recovered material – paper or plastic materials that have been separated, diverted, or removed from the solid waste stream usually for reuse, recycling, or alternatively recovered through energy. See also Waste to Fuel.

Recyclable – refers to materials that can be recovered through consumer recycling programs and collection sites such as curbside or drop-off programs. Recyclable materials can be used again to make new products and have secondary economic value for reuse or remanufacture. Examples of recyclable materials include glass and plastic bottles, aluminum cans, office/copy papers and paperboard packaging.

Recyclable adhesive – recyclable adhesives help reduce the impact of "stickies" that can disrupt the recycling process. The use of recyclable adhesives allows labels to be recyclable such as Avery EcoFriendly labels, White Mailing labels, White Shipping Labels. See also Environmentally benign adhesive (EBA).

Recyclable labels – labels made using a 100% recyclable adhesive that meets the U.S. Postal Service specifications as recycling compatible. See also Recyclable Adhesive and Environmentally Benign Adhesive (EBA).

Recyclable paper – refers to printed or unprinted paper products that can be accepted in consumer recycling programs. Recyclable paper may be derived from virgin or recycled fiber. Examples include Avery® brand Greeting Cards, Print-to-the-edge Postcards and Tent Cards.

Recycled label paper – recycled paper used as a face material in self-adhesive labels.

Recycled material – also referred to as recycled content, are those materials that have been recovered or diverted from the solid waste stream either during the manufacturing process (pre-consumer)

or after consumer use (post-consumer). See also Total recycled content.

Recycling - the process of collecting, sorting, and reprocessing material previously used by consumers for secondary use.

Recycling symbol – see Mobius loop.

Renewable energy - alternative energy sources such as wind power or solar energy whose energy source can be replenished. See also Alternative Energy.

Renewable materials – resources that can be replenished such as soy and vegetable oils. See also Non-renewable resources.

Repulpable adhesive – adhesives that are compatible with the recycling process. See also Recyclable Adhesive and Environmentally Benign Adhesive (EBA).

Reuse – to use again, instead of disposing. Reuse behaviors reduce the consumption of material and energy resources required to create an item, and reduce disposal burden.

S

Six Sins of Greenwashing – refers to six greenwashing practices that mislead consumers about the environmental practices of a company or the environmental benefits of a product or service. The six sins of Greenwashing, developed by TerraChoice, are as follows:

1. **Sin of the Hidden Tradeoff** – Does the product focus only on one or two environmental issues while ignoring others that may also be important? Every product has multiple environmental impacts and truly greener products try to address them all.

2. **Sin of No Proof** – Does the product offer evidence of its claim, either on the package or on the company website? Company websites and respected certifications can provide proof.

3. **Sin of Vagueness** – When you really think about it, what does the claim ("environmentally friendly", for example) really mean? Does it provide details for all environmental impacts of the product like the amount

of packaging used, the manufacturing process and how the product is disposed?

4. **Sin of Irrelevance** – Are the green claims true of all products in the category? Remember lots of things are "recyclable", and CFCs (which cause ozone depletion) were banned 30 years ago.

5. **Sin of Fibbing** – Can the manufacturer back up certified organic or green claims? Can they prove their certification (i.e. by being listed on the certification body's website)?

6. **Sin of Lesser of Two Evils** – Is the claim trying to make you feel "green" about a product category that is basically "ungreen"? Is organic tobacco, for example, really a green product?

For more information on the Six Sins of Greenwashing, visit Terrachoice.com

Solid waste stream – spent solid materials (i.e. garbage) that are in transit to a landfill. See Landfill.

Source reduction – a product or process that results in a reduction in environmental impact compared to the previous or comparable version. Source reduction includes durable, reusable, and manufactured products with reduced toxic constituents and products marketed with reduced packaging.

Soy and Vegetable-Based inks – soy and vegetable oil based inks substantially replace the use of petroleum oils in printing inks. These inks produce fewer emissions in the printing process and are derived from renewable materials.

Sustainability – the principle of operating in a manner that meets the needs of the present without compromising future generations' ability to provide for themselves.

Sustainable Forestry – refers to harvesting wood and forest resources with minimal long-term effect on the environment. Standards for sustainable forestry have been established by non-governmental organizations such as the FSC or SFI.

These standards consider social, environmental and economic aspects of wood logging, production and distribution.

Sustainable Forestry Initiative (SFI) – Sustainable Forestry Initiative (SFI) The Sustainable Forestry Initiative® is an independent, non-profit organization that provides standards and a third party certification process that aims to promote sustainable forest management practices. Products bearing the SFI logo must have documented chain of custody certification. See also sustainable forestry.

T

Total Recycled Content – refers to the percentage of total recycled material used in a product.

Totally Chlorine Free (TCF) – virgin paper that is unbleached or manufactured without use of elemental chlorine or chlorine containing compounds as a bleaching agent. Totally chlorine free papers substantially reduce harmful substances associated with chlorine bleaching but do not contain recycled material. See also Processed Chlorine Free and Elemental Chlorine Free.

Tree Free Products – paper products that are made from alternative fibers engineered to perform like regular paper. No trees are cut down to produce these printable paper stocks. Examples include bamboo, stone, cotton, hemp or other agricultural fibers.

U

V

Vegetable and Soy-Based inks – see Soy and Vegetable-based Inks.

Vinyl – a common name for the category of plastics referred to as PVC, or polyvinyl chloride. See also PVC, PVC-Free.

Virgin Paper – refers to paper made exclusively from wood pulp harvested directly from trees. Virgin papers do not contain any recycled content.

W

Waste to Fuel – the process of converting waste into an energy source. Examples of such waste include used cooking oil and compacted industrial waste.

X

Y

Z

Zero Landfill – refers to business practices that do not contribute waste to a landfill. It is the discipline of recycling or repurposing all facility waste for secondary use.

Other references:
http://www.epa.gov/OCEPATERMS/
http://glossary.eea.europa.eu/EEAGlossary/

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