

OUTSTANDING INNOVATION FOR PRODUCT LABELLING AND IDENTIFICATION

Meto labels made of grass paper



Protecting the environment and conserving resources are important considerations in the fields of industry and retail. Now Meto's label programme includes a genuine innovation for just this purpose: grass paper labels.

With this new product, Meto is doing its part to help prevent the destruction of the rainforests in pursuit of paper. The use of this fast-growing natural resource also requires significantly less water in the production process. Only one litre of water is required to produce one tonne of fibre – to produce the same volume of wood cellulose, 6,000 litres of water are needed! The shorter transport routes for this domestically produced raw material also result in markedly lower CO₂ emissions. Furthermore, **grass paper labels are also recyclable, compostable and "FSC mix" certified.**

The **label core** is made of **renewable resources**, checked according to industrial compost conditions. The share of renewable raw materials (calculated as BCC – biobased carbon content) is approx. 80%.

Particularly for more sophisticated products in the **food, beverage and cosmetics sectors**, as well as for **organic supermarkets** and other **ecologically-minded users**, these **grass labels** represent an excellent opportunity to highlight the commitment to a more environmentally friendly approach. The material is also pleasant to the touch.



ADVANTAGES OFFERED BY GRASS

✓ Sustainable

Reduces the consumption of wood, e.g. from rainforests.

✓ 50 % less CO₂

Shorter transport distances reduce CO₂ emissions by 50%.

✓ Environmentally friendly

The conversion of grass into paper requires no water or chemicals whatsoever.

✓ Biologically degradable

The natural fibres of the label as well as the core are bio-degradable and 100% recyclable. The core consists of 80% renewable resources.

✓ Contains no hazardous materials

Contains no allergens, dermatologically safe, suitable for use with food.

✓ Economical

Reduces high raw materials costs while lowering water and energy consumption.

✓ 100% vegan

The entire manufacturing process takes place without the use of any animal products whatsoever.

METO[®]
your retail label expert

GRASS PAPER LABELS

Upper material	Grass paper
Product	Grass paper, coated on both sides
Applications	Universal identification and labelling applications
Adhesive	2 permanent
Type	Universal adhesive, strong adhesive effect, permanent
Composition	Acrylate, solvent-free
Properties	Dry adhesive with good UV resistance and excellent cohesion (adhesion).
Adhesion temperature	> +5 °C
Usage temperature	-40 °C to +80 °C
Approvals	Direct contact is permissible between the adhesive layer and dry, moist and such foodstuffs as are allocated a correction factor of at least 3 in accordance with Regulation (EU) no. 10/2011.
Service life	Two years from the date of manufacture at +20 °C and 50 % relative humidity. Longer storage at higher temperatures and/or higher relative humidity will result in a reduced service life.
Label core	Biological label core for hand labellers, made of bio-degradable resources, checked according to industrial compost conditions. The share of renewable raw materials (calculated as BCC – biobased carbon content) is approx. 80 %. The label cores for Meto PrintHybrid labels are made of 100 % recycled cardboard.

Grass paper, coated on both sides, universal adhesive, strong adhesive effect, permanent

For **Meto PrintHybrid** in the standard sizes:
40x15, 40x24, 40x27, 40x40, 49x27, 49x38,
49x68, 49x83 mm, and 40 mm or 50 mm round.

Other sizes and pre-print possibilities available on request.



For the Meto hand-labellers **Meto Eagle** and **ProLine**
22x12, 22x16, 26x12, 26x16, 32x19, 29x28,
36x35 mm and 33 mm round.

Pre-print possibilities available on request.



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