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.
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 labelers, 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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