**PRESS RELEASE**

X November 2020

**LINTEC EUROPE JOINS LABEL RECYCLING CONSORTIUM, CELAB-EUROPE**

LINTEC EUROPE has joined [CELAB-Europe](https://celabglobal.org/about/celab-europe/) – a recycling initiative which aims to achieve a circular economy for labels. CELAB-Europe is the European branch of [CELAB](https://celabglobal.org/), a wider, global, self-adhesive industry initiative which was launched, in October 2020, by [FINAT](https://www.finat.com/), the European association for the self-adhesive labelling industry.

This new initiative sees Lintec join with more than 20 other leading European companies, representing the entire label value chain, including raw material producers, labelstock producers and label companies. The consortium aims to develop a sustainable and circular business model for over 75% of used liner and matrix materials in Europe by 2025. It aims to do this by analysing technical issues, promoting the use and creation of recycling networks, interacting with government regulators, and educating the industry and public in different markets.

Andy Voss, Managing Director, LINTEC EUROPE comments “Sustainability has always been a key driver behind Lintec’s brand and product development. We’re proud to support this sustainability initiative, working with key players throughout the label value chain. Being part of such a pioneering project gives us the opportunity to collectively make a significant difference towards achieving better recycling and ultimately, a more circular economy.”

For more information about CELAB-Europe visit <https://celabglobal.org/about/celab-europe/>

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**About Lintec Europe**

LINTEC EUROPE (UK) LTD is a European supplier of specialist adhesive materials and films for label, graphic, print and visual communication applications.

The company’s extensive portfolio includes a wide variety of high performance label stocks, window films, wide format and graphic media, as well as a range of speciality products, such as automobile-use adhesive products and industrial films and tapes. LINTEC also develops and manufactures a variety of speciality papers, such as casting papers.

LINTEC EUROPE (UK) LTD is a wholly owned subsidiary of LINTEC Europe B.V. based in Amstelveen City, the Netherlands.

For further information regarding LINTEC EUROPE (UK) LTD, please visit: [www.lintec-europe.com](http://www.lintec-europe.com)

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