

# SUPASTRIp PCR

Supastrip® only greener



Supastrip Tapes is committed to making our portfolio more sustainable. The introduction of **Supastrip PCR**, a PET solution which includes 70% recycled content, is the next step on our sustainability journey. Supastrip PCR offers all the performance benefits you expect from our standard Supastrip® line, but with a greener footprint.

## PRODUCT INFORMATION

### IMPROVED SUSTAINABILITY

Supastrip PCR utilises a 23micron, single ply, PET film containing 70% post-consumer recycled (PCR) content.

With legislation now moving towards taxation on plastics which do not contain recycled content, Supastrip PCR can help you navigate this challenge without compromising on your product performance or consumer experience.

The introduction of Supastrip PCR to the portfolio cements our commitment to provide customers with relevant, sustainable solutions.

### EASY APPLICATION

Supastrip PCR offers the same great opening and application performance you expect from the existing Supastrip® range making moving to this more environmentally conscious solution simple.

### PRINTED ENGAGEMENT

The use of PCR content does not effect the printability of the tape. Supastrip PCR remains the ideal medium for creating eye catching, engaging designs or promotional opportunities using the extra messaging space as a cost effective marketing tool.

## KEY BENEFITS



- Made with PET film containing 70% recycled content
- Maintain an easy and intuitive opening system whilst complying with future legislation
- Build brand loyalty and change perceptions through the integration of recycled content plastic solutions
- Utilise print for increased consumer engagement
- Offers same performance level as Supastrip®

Contact us for more information:

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