

ENVIRONMENT-FRIENDLY PRODUCTION, HIGH-QUALITY LOOK VPF LAUNCHES INNOVATIVE SELF-ADHESIVE MATERIAL MADE OF GRASS PAPER

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A whole raft of benefits can be expected from a new adhesive-coated labelstock made of grass paper – the latest ultra-sustainable addition to VPF's product portfolio. Thanks to its strong ecological appeal, this material is especially suitable for printing labels for upmarket products in the food, beverages and cosmetics industries.



Photo: Self-adhesive material made of grass paper – The demand for environmentally sound solutions for label printing is clearly growing. VPF's new self-adhesive grass paper labelstock is a perfect match for this. Grass can be harvested several times a year and is an especially eco-friendly starting material for papermaking.

Protecting the environment and conserving resources are key considerations for VPF when developing new self-adhesive materials. So it is especially gratifying to find innovative new paper grades that are produced using a readily available renewable like grass. The fresh fibre content in these papers up to 50 %. This provides a major advantage by slashing the required process water input during production. Simple mechanical treatment enables significant energy savings and, concomitantly, the reduction of CO₂ emissions. Available in a grammage of 70 g/m², the grass paper is recyclable and compostable. It has been approved for direct food contact.

Available for both permanent and removable labels

VPF is providing the grass paper material with two different adhesives coatings as standard. For permanent-label applications the acrylic emulsion adhesive 958 is used. This grade is ideal for small diameters and a large variety of substrates. The multi-purpose adhesive has been approved for direct food contact. For removable labels, VPF employs the well established 987 adhesive. Removable without a trace from many different kinds of substrate, this adhesive too is based on acrylic emulsion. The adhesives were selected after extensive migration and ageing tests conducted in VPF's laboratories at its home plant in Sprockhövel, Germany. Grass paper 70 g (VPF 10916) can be easily printed using conventional printing methods. A4 samples and sample rolls are available as of now.

About VPF

Since 1967, VPF has been supporting and shaping the European market for self-adhesive materials and coatings as an idea generator, partner and problem solver. Expertise and a strong focus on customer and market needs are the foundations on which the company develops innovative solutions. With state-of-the-art production facilities, dedication and flexibility, VPF turns these solutions into quality products for paper and film applications of all kinds.

www.vpf.de

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