

More sustainable, resilient, and competitive food systems through the development of intermediate food value chains



## PRACTICE ABSTRACT No: 36

### Features of a label suitable for reuse

To change from a single-use bottle to a reusable one, labeling is a crucial point. The industrial washing process involves immersing the bottle in a hot soda bath for around 15 minutes. To ensure residue-free and streak-free peel-off, you need to adapt your labels. Solutions exist for "cold glue" and self-adhesive labeling systems. All alternative techniques (wallpaper paste, milk, starch, ...) should be avoided.

The various criteria to be respected when producing a washable label:

- use water-soluble glue
- use "open" paper
- minimize label size
- avoid finishes that may block penetration of the welded solution, such as solid colors, varnishes, gilding, etc.

Given the growing demand for this type of label, and the simpler design criteria, these modifications should not generate any additional costs.

For the time being, "cold glue" labeling is still the most efficient in terms of washing performance, and involves fewer constraints in terms of the above-mentioned criteria.

Manufacturers of paper/glue laminates for self-adhesive labels are working to develop new solutions.

Re-use operators and printers are valuable allies in helping you make the right choices.

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### End Users

Farmer & Cooperative,  
Industry & Retail,  
Technology provider

### Country

Worldwide



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### ABOUT FAIRCHAIN

The FAIRCHAIN project launched in 2020 and coordinated by INRAE, is developing intermediate food value chains in the fruits and vegetable and dairy sectors. Through technological, organizational and social innovations and by developing business models FAIRCHAIN will enable small and mid-size stakeholders to scale up to supply fresh, sustainable and high-quality food products to consumers at a regional level.

### FAIRCHAIN PARTNERS



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