

RENEWAL[®] HEMP AND RENEWAL[®] STRAW

Unique labeling materials made from alternative fibers

The design of UPM Raflatac SmartChoice™ products is guided by three words – Reduce, Recycle, Renew – with the overarching aim to help printers and brands reach beyond their sustainability targets. As part of the SmartChoice portfolio, the Renewal[®] Hemp and Renewal[®] Straw labeling solutions do just that – enabling brands to use rapidly renewable materials in their packaging.

With our partner Mohawk Fine Papers, we are offering label face stocks made from byproducts of the hemp and wheat industries. These Renewal products enable brands to choose a more sustainable label and mitigate the negative environmental impact of their packaging.

Labeling a smarter future



Find the right solution
for your brand at
upmraflatac.com

UPMRAFLATAC



RENEWAL[®] HEMP

UPM Raflatac offers pressure sensitive adhesive products made with Renewal Hemp for wine, spirits and craft beverage (WSCB), as well as specialty retail markets such as CBD. We designed these new labeling materials using wet strength alkali face technology. Thus, the labels stay intact in wet environments, ensuring customer satisfaction.

In addition to the products listed, our Tailored by UPM Raflatac service can create a customized Renewal Hemp labeling solution for your application.

Sales code	Face material	Adhesive	Liner
Wine, spirits & Craft Beverage			
WL438M	60# RENEWAL [®] HEMP WSA PCW 70-FSC	RS30	1.2 mil PET
CBD Retail			
CL4D	60# RENEWAL [®] HEMP WSA PCW 70-FSC	RP420	40# WHITE KRAFT
CL5E	60# RENEWAL [®] HEMP WSA PCW 70-FSC	RP420TM	40# WHITE KRAFT

RENEWAL[®] STRAW

Each year, wheat farmers burn off millions of acres of straw to clear their fields. This process creates acrid smoke and carbon emissions.

With Renewal Straw labeling solutions, you can help eliminate the need for these “fall burns,” lowering the carbon footprint of your packaging. In addition, turning straw into paper pulp is an energy efficient process, allowing for smart use of precious resources.

With Tailored by UPM Raflatac, we can create custom constructions using Renewal Straw face stock matched with a broad range of adhesives and liners. These tailored solutions can apply to a variety of end-uses, including WSCB, specialty food and retail.



Make smart choices with us

UPM Raflatac SmartChoice[™]

Renewal Hemp and Renewal Straw are part of the SmartChoice portfolio of labeling materials. SmartChoice helps you make smart, sustainable materials choices that support the circular economy.



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