

# News Release

P103/21e  
January 12, 2021

## **As a co-founder of CELAB, BASF works towards a circular economy for adhesive labels**

- **CELAB is a new cross-industry body promoting circularity in adhesive labels**
- **Multiple workstreams are ongoing to find new ways to lessen the industry's environmental impact**

BASF is a founding member of a new global network dedicated to building a circular economy in the self-adhesive labeling industry. CELAB (Toward a Circular Economy for Labels) is a cross-industry coalition open to all companies in the self-adhesive label supply chain, promoting sustainability through encouraging collaboration, kick-starting regional initiatives, and developing best practices.

Working globally with two sub-groups in Europe and North America, the group's current focus is on scaling up matrix and release liner recycling. Since its inception in 2020, it has already managed to deploy several workstreams, including analyzing technical issues, promoting the use and creation of recycling networks, interacting with governmental authorities, and publicizing relevant information.

The circular economy goals of CELAB align exactly with BASF's approach: moving towards the use of recycled and renewable feedstocks, creating new circular material lifespans and business models, and supporting the entire value chain in lessening its environmental impact.

"BASF is a front-runner in sustainable solutions," said Uwe Düsterwald, Project Manager Sustainability in Adhesives. "Not only is it foremost in our minds, it is also

backed up by a concrete set of long-term sustainability goals. This made us exceptionally keen to be a part of CELAB and to contribute in any way we can with our technologies and innovations. We see our membership as a significant step towards solving a very relevant issue and benefiting our partners all the way along the value chain, right through to the consumer.”

As a co-founder of CELAB, BASF is taking its contribution very seriously, engaging on the organization’s steering committee and projects across Europe and North America along with other industry members. CELAB has already built a wide-ranging membership including companies of all sizes, with both global and regional market presence, and representation at every stage of the value chain.

“As part of the CELAB North American Forum, BASF is joining with its regional and global customers and other stakeholders to drive circular economy,” said Sujith Chacko, Technical Team Leader for Adhesives. “As a key adhesive supplier to the North American and global market and in line with our sustainability strategy, BASF is committed to explore the various recycling streams for the label industry and to develop pathways to create a circular economy.”

**For additional information on BASF and CELAB, visit [www.celabglobal.org](http://www.celabglobal.org) and [www.basf.com/adhesives](http://www.basf.com/adhesives).**

### **BASF’s Dispersions & Pigments division**

The Dispersions & Pigments division of BASF develops, produces and markets a range of high-quality pigments, resins, additives and polymer dispersions worldwide. These raw materials are used in formulations for a number of industries, including coatings, construction, adhesives, printing and packaging, electronics and paper. With its comprehensive product portfolio and its extensive knowledge of the industry, the Dispersions & Pigments division offers its customers innovative and sustainable solutions and helps them advance their formulations. For further information about the Dispersions & Pigments division, please visit [www.dispersions-pigments.basf.com](http://www.dispersions-pigments.basf.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 117,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2019. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).