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# Introducing...pc/nametag, Inc.

## Meeting registration supply company joins CCL family

Acquired by CCL's Avery North America in February 2015, pc/nametag Inc. is a leading distributor of meeting and registration supplies, and is located near Madison, WI. Nick Topitzes, a certified meeting planner, founded the company back in 1985 when meeting and registration products were virtually nonexistent.

"We started with software and supplies when there weren't any software and supplies," said Nick.

His pioneering efforts to find an easier way to print name tags for meetings resulted in the invention of the perfect name badge software for the then-new personal computer and printer. And that development paved the way for a highly specialized business, offering meeting planners not only innovative products and services at competitive prices, but also saving them valuable time and reducing their stress level before their events. With double-digit growth during 16 of the last 20 years, pc/nametag has certainly carved a niche in the meeting planner industry.

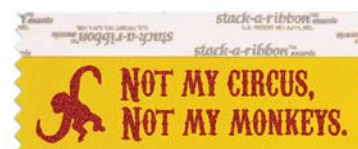


"Nick Topitzes, the founder and principal shareholder of pc/nametag® built a great business creating and developing many of the products used by the meeting planner industry. Their portfolio of customized and stock printed name badges and holders, badge ribbons, lanyards and wristbands combined with template software solutions, make them a leader in this market," commented Geoff Martin, president & CEO of CCL Industries.

On June 1, Cathleen (Cat) Caruso, former marketing director for Avery BOPWI (Binders, Organization & Presentation and Writing Instruments), joined pc/nametag as general manager and reports to Jim Sellors, president of Avery North America. Cat brings with her over 15 years of experience in product innovation and business transformation.

"I am thrilled to work with such a passionate and knowledgeable group of people," said Cat. "I look forward to continuing the company's heritage in delivering exceptional products and services that have created the customer loyalty we enjoy today."

As a meeting supplies expert, pc/nametag promotes the name badge as the single most significant item for a planner. It breaks the ice and starts conversations which often lead to lasting connections and ultimately successful meetings.



Looking for a special way to designate meeting attendees beyond the simple name tag, Nick invented the stack-a-ribbon® award in 1991. This simple name tag add-on is a great way to celebrate individuality and for event-goers to connect and interact worldwide. In

fact, it's become so popular with meeting planners and attendees, pc/nametag declared August 18 to be National Badge Ribbon Day. Starting in 2016, it's officially documented in *Chase's Calendar of Events, The Ultimate Go-to Guide for Special Days,*

# Introducing...pc/nametag, Inc.

*(continued from page 2)*

*Weeks and Months.* Since January 1, 2006, pc/nametag has sold more than 75 million ribbons. Spread out end-to-end, that's roughly the distance from Los Angeles to New York and back again!



While the company continues to focus on innovative name tags and accessories that are often customer-inspired, pc/nametag also sees great opportunity in expanding its current offerings. An example is the best-selling Full-Color Event Badge. Made of a laminated credit-card material, it's fully customizable and allows room for more lines of legible text, logos, even photos and bar codes on larger sizes. Available in horizontal and vertical shapes, from 2-1/8" x 3-3/8" to 4-1/4"x 6", pc/nametag will be launching a 4" circular Full-Color Event Badge in January 2016 due to high customer demand.

pc/nametag also provides on-time delivery -- in-stock orders received by 5 pm CT, ship the same day -- plus endless opportunities for customized name tags and supplies. Event expertise is a call or click away: pc/nametag's

creative, insightful meeting specialists understand planners' pain points and guide them to the items that are right for their event and budget. Customers can always try before they buy: free samples are available for most products.

For those busy meeting planners who have little or no time before their events for name tag creation and assembly, the company offers the highly popular Namebadges To Go® service: a dedicated team that personalizes, stuffs and organizes name tags plus ships them directly to the planner's meeting.

As a leader in event registration supplies, pc/nametag is also extending its services beyond the badge to provide meeting planners with turnkey on-site meeting technology. Meeting Power™ consists of scan-&-print badge printing for a fast and seamless check-in process, session tracking for better event insights, and lead retrieval for post-show follow-up opportunities. Whether tech savvy or just tiptoeing into technology, meeting planners can take advantage of all three components or just what they need.

"The pc/nametag acquisition has been the smoothest in CCL history and is successfully integrating into Avery Consumer Products," said Geoff Martin.



website link

**pc/nametag, inc.**

<http://www.pcnametag.com/>

# WashOff Labels a Success

*CCL Beverage—Meerane develops new label for Coke Iberia*



In response to a major design change for the Coke brand, Coca-Cola Iberian Partners, a newly-won customer, re-launched their glass bottle range with labels produced by CCL Label in Meerane, Germany. Not only did Coca-Cola change from paper labels to pressure sensitive labels, they went one step further and launched their products with Meerane's WashOff labels, opening up new possibilities for Coca-Cola as regards product design, improved production efficiency, and a great look for their bottles! The entire brand family, including Coke, Coke Zero, Coke Zero Zero and Coke Light was outfitted with the new labels in two bottle sizes (237 and 350 ml), making this the largest WashOff project within the Beverage division's soft drink sector.

The Coke labels are primarily transparent to give the bottles a modern look and optically imitate direct print, all the while paying homage to the very first Coca-Cola bottle from 1915. Each brand name is printed in white color on the front label, as the main requirement was to achieve a bright and opaque white that remains just as brilliant after application to a bottle containing a dark fluid.

On the convenience front, Coca-Cola Iberia will be able to simply wash the new CCL labels off their bottles in common industrial bottle-washing machines, with none of the adjustments necessary in standard washing programs. Additionally, the WashOff labels have all the advantages of pressure sensitive labels, while offering an extraordinarily large number of creative options compared to paper wet glue labels. Line efficiencies are substantially higher, tooling costs lower and downtimes reduced if not eliminated completely.

The first labels were delivered to Seville, with eight additional operating companies to follow, including Barcelona, Bilbao, Tenerife and Lisbon. Thanks to a global production footprint, CCL is prepared to support more Coca-Cola initiatives worldwide.



# GSK Partners with CCL Healthcare

## Flonase Rx transitions successfully to OTC (Over-the-Counter)



GSK (GlaxoSmithKline) Consumer Healthcare faced many packaging challenges as they began their largest product launch for 2015: Flonase

OTC. CCL Healthcare quickly stepped up and exceeded GSK's challenges and requirements with unique innovative ideas.

The package requirements consisted of a clear clamshell with three separate printed components. CCL collaborated with GSK to engineer a fully pre-assembled inlay card containing a branded cover shown through the clamshell, a detachable Quick Start Guide, a detachable Question & Answer Book, and two anti-theft tags... all delivered under a single catalog number.

Designed with value and functionality in mind, the package offers many benefits:

- Easy to use, all-in-one functionality
- 3-in-1 piece reduced order complexity, increased packaging line efficiencies, reduced labor cost, increased quality through color consistency and consistent booklet placement
- Unique total package design – branding reinforced throughout all parts with *high consumer interaction*

The excellent team approach at CCL Toronto was evident to upper management at GSK, triggering a letter of thanks to our own Geoff Martin. In the letter, GSK acknowledged CCL's passion, partnership and solution-driven service:

*"There has been great partnership and service throughout the project and [we] would like to highlight a few of the many that we believe made a difference:*

- *Appetite for innovation – starting early at the concept stage CCL has pushed the bar up every time and came up with ideas and prototype to meet any design and/or technical requirement.*
- *Work across boundaries collaboratively and have a holistic approach to problem solving – work with and support other parties in the project to achieve key project milestones*
- *Extend support by doing early proofing, supply new artwork materials in millions, in record time of 4 weeks for commercial production"*

- VP & Global Business Leader, GSK



Key team players, in addition to the entire Toronto plant, include Gene Caffrey, Marc Oosterlinck, Moona Nasser, Joanne Linklater, Marina Licciardi and Chuck Campisi. CCL Healthcare looks forward to future opportunities with GSK!

youtube link

## FLONASE: ON THE FACTORY FLOOR

<https://youtu.be/POIsBsp3NzM?list=PL7HL7NzbUfDV0u2RJS9omb2dbjPuTUhc>

# Avery Ultra Tabs™ Development

## Re-entering the self adhesive category proves successful

Avery has been in the Tabbing category for years, and previously launched a self-adhesive, removable tabbing product, Avery® Note Tabs, in late 2009. Avery Note Tabs added significant, incremental dollar volume in the self-adhesive Tabbing category, but the volume was lost when Avery had to exit the category in 2012.

When the opportunity presented itself to re-enter the self-adhesive Tabbing category and re-capture market share with a new and even better product that was uniquely differentiated from competitive products, the solution became the new Avery® Ultra Tabs™. Avery Ultra Tabs deliver key product attributes that consumers expect such as a clear see-through writable body, smudge-resistance, durability, and tabs that stick securely and remove cleanly, with the option to reposition and re-use. As a bonus, the tabs also possess new, differentiating features that customers value such as double-sided writable tabs, paper-covered on both sides of the plastic tab for smudge-free writability using various types of writing instruments, and new sizes, including both bigger tabs for more/larger writing and slim bodied margin tabs.

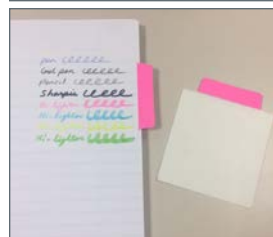
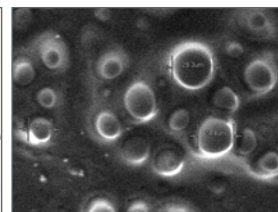
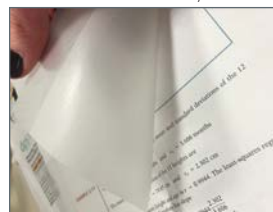
Along with this opportunity came the challenge to manufacture the new Ultra Tabs within CCL capabilities rather than outsourcing various aspects of the project. New materials with new attributes, new capabilities, new technology and equipment, and new processes were all required to produce a product with break-through, customer-valued attributes that went above and beyond current market expectations.

From this opportunity and the project's inherent challenges, a cross-site collaboration was born between the Avery R&D team, Schererville, Clinton, and Tijuana that lead to the development of novel chemistries, materials construction, processes and equipment and the ultimate success of Ultra Tabs.

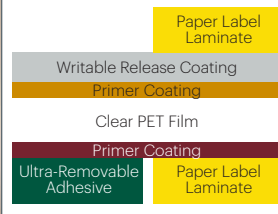
- The technical collaboration of Avery Brea R&D and CCL Schererville team has led to develop a water-based writable release top coating technology that will enable top coating materials to work with selected adhesive including microsphere ultra-removable PSA in creating new linerless, writable and removable label products such as UltraTabs.

Adhesive sticks securely and removes cleanly

Microscopy image of micro-sphere based adhesive



Excellent writability and ink dry time



UltraTabs layer construction

- Moreover, Avery Brea and CCL Clinton worked closely to optimize a slot die pattern-coating process to coat a very challenging micro-sphere based adhesive with a unique morphology. As part of Avery's innovation and technology platform, developing writable release top-coat technology and ultra-removable adhesive could potentially expand the range of applications offered to market.
- On the converting front, and with no existing internal capability in Tijuana to produce the new tabs, the teams collaborated with Delta ModTech to develop a unique machine to create the required finished product

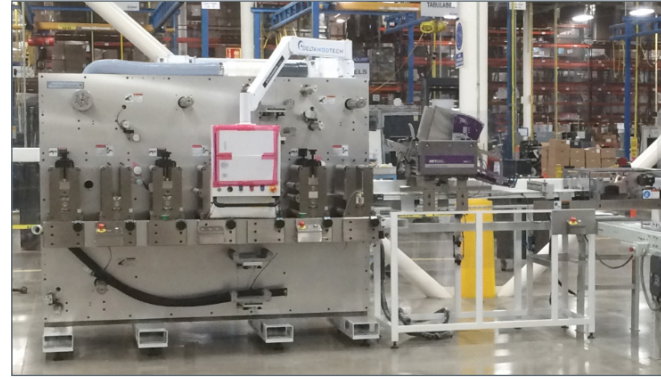


# Avery Ultra Tabs™ Development

(continued from page 6)

sub-assemblies. Material performance requirements and specs, as well as process alternatives were ironed out, and Delta delivered the appropriate machinery on time. A clamshell die cutter was added to the mix, and an existing Gallus press was used to convert other key components feeding the Ultra Tabs machine. In yet another display of teamwork, Tijuana personnel quickly learned how to set up and operate the new equipment.

Countless weekly conference calls, the sharing of product/process know-how across the sites, innovative thinking, confirmation trials, endless planning, and many other accomplishments too numerous to list evolved into a success story. Team work at its finest indeed!



Clamshell die cutter



Pattern-coated UltraTab

## NEW AVERY® UltraTabs™

The repositionable, 2-sided writable, smudge-free tabs



website link

**Avery UltraTabs™**

<http://www.avery.com/ultratabs>



Tab & Note



Margin Tab



Big Tab



Mini Tab



Multi-Use Tab

## Digital Printing “Center of Excellence”

### *Pacman-CCL revamps Oman production plant into a world-class digital printing facility*

The Sultanate of Oman is an Arab country on the southeast coast of the Arabian Peninsula. Pacman-CCL (PCCL) has operated a label production site there since 1996, primarily through letterpress printing technology. This was a very small operation, catering primarily to the Oman market, which in itself is a fraction of the size of its larger neighbors—the UAE and Saudi Arabia.

With the original Gallus R200 presses still in use but aging fast, it was decided to convert the plant into a digital “center of excellence”, precipitating a face lift for the entire facility which included additional warehousing. The most recent models of the HP6800 and the ABG finishing line were installed in conjunction with the building refurbishment, and the local team has since been settling in with the new technology.

The entire project came in at a cost of \$2.2 Million and was officially inaugurated by Geoff Martin on 21st December 2014. The team is now working diligently to recoup the investment, and since the first labels rolled off the HP Indigo in January 2015, there has been a steady but gratifying increase in the monthly click rate. The local production team is proud to have already achieved the highest click rate recorded within CCL in a single day (225,000 clicks), and with available capacity, the plant is now in the range of 2 million clicks per month with the potential to take this up by at least an additional million clicks.



Without markets such as wine and spirits to tap into, the team has sought alternative revenue streams and is happy to share a few of the sales success stories achieved so far:

**ALMARAI DAIRY:** A USD 10 million potential customer urgently needed pressure sensitive labels for a TV advertisement shoot of a new juice brand launch and asked for help 24 hours before the shoot! This was a great opportunity to impress the customer. The artwork was received at 11 p.m. in the evening and labels were dispatched the next morning. Not only did the job have an 80% throughput margin, the customer was so impressed that the PCCL team has been invited to discuss the long-term label requirements.



**UNILEVER:** This major customer required a cost-effective solution to run a scratch and win promo in Pakistan. By collaborating with the local PCCL team in Pakistan, the idea was to incorporate the promotion on the back label of *Sunsilk* shampoo, (versus the application of a separate label). The project was in market within two weeks from its inception and this quick turnaround also provided PCCL the opportunity to produce a label currently printed by a competitor. The value of this service as recognized by Unilever will undoubtedly aid in the growth of the Pakistan business.



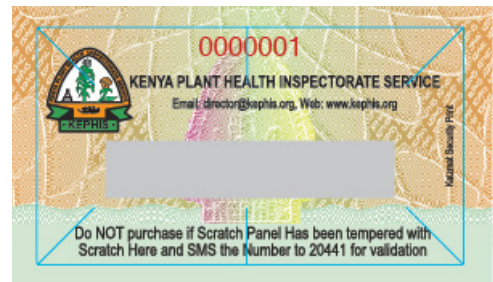


## Digital Printing “Center of Excellence”

*(continued from page 8)*

### THE GOVERNMENT OF KENYA:

The Kenyan government is facing an issue within its ministry of agriculture regarding illegal seed distribution to farmers. To combat the issue, the ministry wanted to affix a security sticker on all legally distributed seed bags, with a code that farmers could text message to determine whether the seeds were from the officially approved quality sources. The HP Indigo press proved to be the right choice for a label that required a variable data code as well as a serialized number on each piece. A scratch panel was printed to conceal the codes and the serialization helped in tracking distribution ... another complex requirement made easy through digital printing! This job delivered a throughput profit of 75% with an annual potential of USD 0.5 million.



## Argentina’s Team Has Expanded

### *CCL invests in combination PSL press to expand capabilities*

Located in the second-largest country in South America, Avery Argentina produces binders, sheet protectors, dividers and other supplies for office, home and school. CCL recently invested in a new 6,800 square meter building, located in Tortuguitas, 37 km from downtown Buenos Aires and a mere half kilometer from the local Unilever plant.

Equipped with a new 12-color combined printing machine, the 30-employee operation has expanded its business into the pressure sensitive label market.

The team is very excited to be a part of this expansion!



## CCL Clinton Wins Industry Awards

**CCL team in Clinton, SC is recognized with three 'Golden Cylinder' gravure awards**

CCL Label Clinton, SC won three Golden Cylinder awards in two different categories. These awards were presented at the GAA Technical Forum and Awards Ceremony in Charlotte, NC on Oct 8th.



The Gravure Association of the Americas (GAA) conducts an annual Golden Cylinder Award competition to promote the gravure process and provide peer recognition for technical achievement. The competition is designed to identify the “Best of Gravure” in this segment of the industry and to distinguish technical innovations. For the 2015 Awards competition, there were over 75 entries. Two of the Clinton awards were in the Packaging & Label category which represents packaging and labels exhibiting the best gravure printing on various substrates. The third award came under the Product category which represents the best gravure quality execution of graphics on various substrates.

CCL Clinton pre-press, ink, tooling, and production resources partnered with suppliers in all the winning entries to develop solutions that met and exceeded customer’s expectations. And the winners are...

Packaging & Label—Paper:

**“The War of 1812: Fort McHenry”**

Packaging & Label—Film-Pressure Sensitive:  
**“Duracell Quantum Powercheck Labels”**

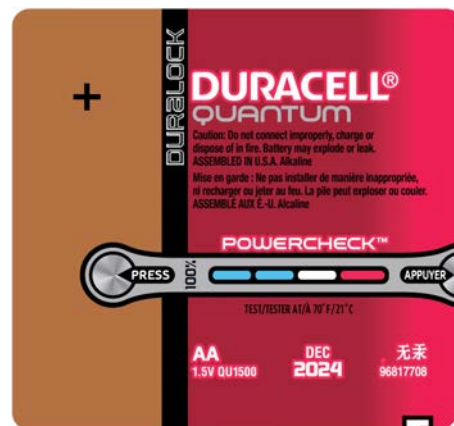
Product—Postage Stamps

& Security Printing:

**“The War of 1812: Fort McHenry”**



For the stamp issue **“The War of 1812: Fort McHenry”**, specialized prepress requirements were used to maintain the highest amount of image detail on the 9-color, two-sided piece. The stamp was printed in 300 to 400 line screens, in panes of 20, on the DaiNippon Kiko gravure press. Some print elements had very demanding registration requirements, often <.002”-.003” with very fine details measuring .005”-.006”.



For the **“Quantum Powercheck”** labels, Duracell wanted to create an entirely new look battery line with a premium quality appearance. The new label, printed on the Schiavi Pulsar gravure press, showcased a redesigned graphic to push the envelope of retail shelf appeal. Press trials were run with multiple cylinder, ink, and color combinations for the logo and type. The end result was a transparent red ink, backed by specialized metallic silver that incorporates an appealing cross-fade effect. Additional design breakthroughs were implemented in the functional **“Powercheck”** portion of the label, incorporating an intuitive visual indicator of battery capacity for consumers.

## CCL Clinton Wins Industry Awards

*(continued from page 10)*

Dom Castor, CCL Clinton General Manager said "The close coordination with WRE Colortech, our engravings supplier, and Siegwirk Inks were invaluable to achieving these results. The War of 1812 stamp earned the Clinton team praise from the art director and the U.S. Postal Service. While the battery label was truly a total team effort, including several art enhancement meetings and multiple press trials with the Duracell packaging representatives in this bold move from the iconic "Duracell Copper and Black" to this innovative "Quantum" decorative look, Michael Honeycutt, CCL Clinton Tooling & Pre-Press Group Leader, did an outstanding job in organizing and planning the workflow with our customers, suppliers and our production teams...delivering great product quality and meeting customers' project timing."

And from the judges...

**The War of 1812: Fort McHenry:**

*"Special attention was paid to trap treatments to create sharp reverse type in conjunction with clever utilization of process and spot colors." Additionally, the judges noted the "highly detailed map" used as a background for the sheet.*

**Duracell Quantum Powercheck Battery Labels:**

*"Awesome detail derived from a deceptively simple execution. Extensive research resulted in the selection of several elements to enhance this functional piece. The reversed out copy and small text are executed nicely."*

# Marketing Initiative Award Winner

**Avery UK wins international industry recognition for marketing excellence**



The team at Avery UK is celebrating its win of the Marketing Initiative award at the prestigious European Office Products Awards held in Amsterdam earlier this year.

Beating brands from across Europe including 3M, Fellowes and Nestle Professional, Avery UK won the award for their innovative use of social media in their 'Creating a Social Connection with Customers' campaign.

The award win is particularly special for Avery UK because at the time of submitting the award, they had only been on social media for a relatively short period of time. Avery UK first joined social networks in 2013 and in little more than 12 months managed to successfully create a loyal and engaged online community. Fiona Mills, Marketing Director at Avery commented on the achievement:

*"We were absolutely delighted to have triumphed at the EOPAs earlier this year. As a team we pride ourselves on the effort and originality that goes into all our marketing campaigns and social media strategy, so to have this recognised is fantastic. It means a lot to have everything we've worked so hard on acknowledged by the industry; we are all thrilled with the result."*

Although Avery UK only recently adopted social media, their digital marketing journey started much earlier with extensive research into how consumers view and purchase office supplies online. What started as internal research soon became a best

practise guide for online retailers in the office products industry as Avery shared the findings with trade customers.

Armed with this new digital research Avery was ready to start utilising social media. Avery began by taking a 'test and learn approach' in order to fully understand the wants and needs of online consumers and be able to deliver content that would really resonate with them. This approach helped Avery to establish a more emotional connection with consumers and drive engagement. Avery's strategy impressed the EOPAs' panel of industry expert judges who commented: "Avery's approach created a dialogue of discussion about Avery products which enabled the company to understand its online customers. The judges felt that this was an engaging campaign which truly deserved to win."

Avery UK also sought to involve the online community in driving business forward and created a successful blogger programme to help accomplish this. The other crucial aspect of the award-winning campaign was to create reasons for consumers to talk about office products online, something of which Avery research had shown there was little. Avery achieved this with a number of creative themes including a 'New Year Detox with Avery', 'Sharing the love with Avery', 'Green Office Week' and '92 Days of Summer.'

Following on from this latest win, the team at Avery UK plan to continue their award-winning efforts with more digital marketing campaigns planned for the future. Fiona Mills commented:

*"We continue to listen to our online community to ensure we fully understand our consumers. This enables us to develop effective digital marketing campaigns that deliver results. We've got plenty of ideas and can't wait to get started on these."*



**Click to Follow Avery UK**  
@UKAvery



**Click to Follow Avery UK**  
www.facebook.com/UKAvery

## CCL Thai Awarded Certification

### *CCL Thai awarded OHSAS 18001 & ISO 14001 certification*

CCL Label Thailand has been awarded both the OHSAS 18001 accreditation for health and safety in the workplace and the ISO 14001 accreditation for environmental management. These awards are major milestones and reflect the fact that CCL Thai has always taken the appropriate measures to consistently protect employees, the environment and business partners.

The current system was begun in December 2014, following eight months spent in preparation for kickoff, implementation and certification. These significant accomplishments for CCL Thai were the result of concerted teamwork by employees and a huge commitment from Managing Director, Mr. Kittipong Kulrattanasinsuk. The commitment and collaboration by all involved in the project were key to the success of the CCL Thai endeavors.

Going forward, the continued focus will be the maintenance and continuous improvement of the OHSAS and ISO systems currently in place.



## CCL Supports One of Its Own

### *Gene Caffrey thanks CCL employees for their support*

Gene Caffrey (23 years with CCL Label) was featured in our March 2015 Communiqué in celebration of his participation in the 2014 MSGlobal Bike Tour in Asheville, North Carolina. MSGlobal is an annual charitable bicycle tour that has been produced by professional cyclist Tyler Hamilton for the past twelve years. Its mission has always been to fight Multiple Sclerosis by making a difference for people living with MS.



Wyoming. The event raised a total of \$178,000 for multiple sclerosis.

Gene was diagnosed with MS in 2010. As he continues to dedicate his days to being a committed label sales representative for the east coast of the United States, Gene also strives to be an inspiration to the MS community. His involvement with both MSGlobal and the National MS Society allow him to raise funds and awareness for Multiple Sclerosis throughout the year.

Donations from CCL and our generous employees helped Gene raise almost \$16,000, which enabled him to contribute and participate in the 2015 MSGlobal Bike Tour. Gene and 50 other cyclists biked for six days in September in the mountains and valleys of Jackson Hole,

Gene looks forward to continuing his professional and personal journey throughout 2016 with the support of his amazing CCL family.

## CCL's Fantastic Five

### *Marvel, DC and Disney combine forces at CCL Castleford*

Costume-clad as Marvel, DC and Disney heroes, CCL Castleford employees combined their powers, not to fight the forces of Evil, but to support Causes for the Good!

The Fantastic Five donned their alter egos to help raise money for The BBC's Children in Need Charity. To protect the innocent, it has been necessary to keep their names a secret, but they do have a striking resemblance to the following:



Tina Tetley, Senior Estimator; Julie Matthews, Sales & Purchase Ledger Clerk; Anne Douart, Purchasing/Health & Safety Coordinator; Mike Gore, Senior Printer Speciality Cell; and Rachael Pashley, Account Manager...and of course, James Bond (aka our very own G" M", Stephen Dunn).

Together with a cake bake and a prize raffle, CCL Castleford raised £460.00 for the UK Charity. In total, the UK appeal raised £37 million.

# CCL Partners with Unilever

## Several CCL locations accept Unilever's "Day of Service" challenge

When the US officially designated January 18th as a national holiday to recognize civil rights leader Dr. Martin Luther King, it became a tradition to participate in a volunteer activity on that day to honor his legacy. Each year millions of Americans embrace his spirit of service and give of their time to benefit their communities and to provide assistance to the less fortunate.

Volunteering is something that many of us do on a regular basis and most of us would like to do more, but it's often difficult to set aside the time in our hectic schedules. Companies such as Unilever have addressed the need for community service by providing paid time off to employees who volunteer for a worthwhile cause in their communities, and in May of this year Unilever challenged its suppliers to follow their lead and organize their own "Day of Service." HPC Northeast accepted the challenge and over 30 employees participated in three separate events on May 21st.

Employees in Shelton, CT accompanied Unilever employees from the Trumbull, CT office on a mission to clean up debris from the dunes at Sherwood Island State Park. Several employees from our Lumberton, NJ facility spent the day at the Habitat for

Humanity ReStore which repurposes household items and furniture for use in homes built by Habitat for Humanity. And to top off the day, more than 20 employees from Robbinsville, NJ volunteered at the Trenton Area Soup Kitchen (TASK) to prepare and serve dinner to nearly 250 homeless and needy residents of the Trenton area. Hats off to all of the participating employees!

Thanks Unilever for reminding us that volunteering is rewarding any day of the year, and can be a lot of fun, too! Volunteer today in your community... it's a good feeling!



# CCL Partners with Unilever

## Several CCL locations accept Unilever's "Day of Service" challenge

"Día Unilever 2015" was an event in June in which suppliers and 5,000 Unilever employees, with their respective families, celebrated sustainability initiatives and projects on a big green field in Mexico City. CCL Label & Container Mexico presented furniture made of aluminum containers, cores and release liner, as well as a reproduction of a water treatment plant which was used to provide water to a green wall.

All activities were structured to illustrate to Unilever participants various examples of positive contributions to the environment, including fun activities designed to help the children in attendance understand, while playing games, the importance of sustainability and the related CCL initiatives.

CCL Mexico distributed recycled container bottles as prizes to the winners of the games.

These recycled cans are well-suited to be used as desktop pencil holders, thereby serving as a special reminder of the day.



Unilever participants were excited to better know the CCL team that works with them to produce the labels and containers that are used in their products. In addition to the educational and fun aspects of "Día Unilever 2015", this special event also served to foster closer relationships between both companies, on both the corporate and employee levels.





# A Special Day at Huong Duong Center

## *CCL Label Vietnam team volunteers in local Binh Duong province, Vietnam*

CCL seeks to improve the communities in which it does business by supporting local health and social services, community development and protection of the environment. Following these principals of service and sustainability, CCL Label Vietnam hosted a charity event at Huong Duong patronage center for orphaned and disabled children in Binh Duong province.

Huong Duong center was established four years ago and serves 102 orphaned and disabled children. The children who live here are well-nurtured, and are provided a good education until their university graduation.

The event was multi-faceted, and the first order of the day was the CCL staff's contribution of basic necessities that the children need in their daily lives. Next up was a teaching session which focused on how small changes in day-to-day activities can positively impact their environment. To round out this wonderful day, the CCL team worked with the children in the Center's garden by cultivating the land



for planting and by watering and tending the vegetables which were growing in the garden.

In 2015 and subsequent years, CCL Label Vietnam plans to expand the charity program to include the elderly and the terminally ill. Hats off to all participants!

# CCL Brazil Visits Elderly Charity Home

## *Vinhedo employees sponsor a day with senior citizens*

For more than five years, various Vinhedo, Brazil employees have taken the initiative on various community outreach projects, and this year was no different. In August, a group of volunteers from the Vinhedo plant spent a rewarding day providing the residents of a seniors' home with fun activities, refreshments, and camaraderie. Funds to finance the outing were raised via various fund raising efforts of the CCL team.

As is evidenced by the photos, a good time was had by all!



email link



To contribute to this newsletter, contact the CCL Communiqué editorial team:  
**Debbie O'Toole** ([dotoole@cclind.com](mailto:dotoole@cclind.com)) or **Shea Morgan** ([smorgan@cclind.com](mailto:smorgan@cclind.com))

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