

# On the Road to Zero Waste



The Himalaya Drug Company, a global herbal health and personal care company based in India, is strongly committed to sustainability. The Company has been concerned with the accumulation of waste and is on a mission to reduce the amount of packaging materials used, in order to reduce waste generation.

## Waste from Glassine Label Liners

As a company producing science backed herbal health care products for consumers worldwide, all Himalaya brand of products in the market are clearly labelled to meet regulatory requirements, provide consumers with valuable information, and empower the distribution network to track the products throughout the supply chain.

Applying the labels, unfortunately, generates close to 140 tons of label release liner waste per annum. This volume could continue to grow as Himalaya's manufacturing operations increase to meet the growing demand for the Company's products worldwide.

Traditionally, these discarded liner waste would be disposed of in landfills or incinerators. However, Himalaya wanted to find a sustainable and green solution to their liner waste.

## Exploring an Eco-friendly Solution

In early 2018, Himalaya met with Avery Dennison executives, who shared their revolutionary plans for recycling liner waste into paper products that can be used in various industries. The idea was the first-of-its-kind in India's pressure sensitive adhesive industry. Yet, without hesitation, Himalaya was keen to pilot this recycling program with Avery Dennison.

The partners then started collecting, the label liner, generated as part of the labelling operations carried out on product tubes and containers centrally before passing these on to Mahajan Recycle Resources, the appointed recycler for this Liner Recycling Program.

The collected liner waste is then reprocessed, and this recycled pulp would be used to create new materials such as cardboard, paper, and tissue.

The initial pilot grew to four successful pilot programs, which led Himalaya's management to take positive steps to adopt a large-scale program.

# Industry Collaboration for Delivering Zero Waste

**Gagan Deep**, Head of Packaging Development, Research and Development, The Himalaya Drug Company said:

“The Himalaya Drug Company has always been dedicated to driving initiatives that help in the conservation of the environment. We are pleased to associate with Avery Dennison for this pathbreaking initiative to recycle silicon coated release liner that we use in our pressure sensitive labels. Avery Dennison, along with Mahajan Recycle Resources, have helped us quick start the pilot project to constructively recycle and convert it into useful fiber to make paper products. This program brings us closer to our goal of creating a sustainable business model and reducing our carbon footprint.”

Over the past decade, Himalaya has been diligently working towards improving its waste management process. The Company’s facility at Bengaluru properly segregates and systematically handles all varieties of waste generated within the campus.

The initiatives are paying off with 90% of solid waste and 100% of liquid waste being recycled. Paper, plastic, and other recyclable waste are put under the charge of certified recyclers. The Himalaya Drug Company today is a certified “zero discharge” facility.



**Adithan A.G.**, General Manager of Packaging Development, The Himalaya Drug Company said:

“We found strong support from Avery Dennison’s Liner Recycling Program in making this pilot project successful, driving us to expand this initiative. This is a significant milestone for Himalaya and a big stride towards promoting greener packaging practices. Along with Avery Dennison, we, at Himalaya, have been successful in contributing significantly to bring about a transformation in the Pressure Sensitive Label ecosystem, where the liner was either landfilled or incinerated till date.

We shall always aim for sustainable goals along with Avery Dennison and continue to reduce the ecological impact from plastic waste generation.”

**Parag Bagade**, Head, Technical Marketing, Label and Graphic Materials, South Asia Pacific and Sub Saharan Africa, Avery Dennison said:

“As a company fully committed to our 2025 sustainability goals, we are happy to be able to help customers and brand owners attain their sustainability goals through our liner recycling program. The enthusiastic support from the Himalaya team motivated us to continue to achieve our sustainability goals through this recycling program. My heartfelt thanks to the Himalaya team, Mahajan Resources, and the supportive management and colleagues at Avery Dennison, including T Muralidhar, our Segment Manager for pharmaceutical business, for making this program a success!”



**Vikas Mahajan**, Director, Recycling Business said:

“Silicon liner waste had previously only been considered as raw material for making pallets, fuel, or for landfill. As an active member of the paper industry and operating a recovered waste paper business, we view silicon waste as a resource of unused fibers. Our technical experts sought to find solutions to repulp silicon liner and to recover the fibers for paper production. Himalaya’s support has been outstanding, as it organized the collection of glassine liner waste from their operations to divert this waste from the landfill towards recycled materials.”

**G Sridhara**, Business Head for Specialty & International Business and Home and Personal Care segment, Label and Graphic Materials, South Asia, Avery Dennison said:

“We are setting a new benchmark in the South Asia pressure sensitive market as our collaboration with Himalaya and Mahajan is the only successfully tested and commercially viable recycling program for brands and customers in India. This is a testimony of our relationship as Himalaya’s trusted partner for pressure sensitive labels.”

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