

Sustainability Over Foil

**Nova Delivers
the Aesthetics
of Foils—
without the
Impact**

The Solution

MCC proposed replacing the foil with unique Nova ink metallic embellishment to match the peak reflectance possible with foil while making a big impact to the brand's sustainability commitments.

**The Outcome:
Maximum Shelf
Impact, Minimum
Environmental
Impact**

If applied to the brand's entire run of labels, the swap would result in:

Case Background

A large, global CPG customer used foil to accent a graphic element on their product label to attract consumers. To print a small run of 1.1M labels, approx. 8 rolls of foil were used.

In an effort to elevate the customer's unique brand, 7 lb foil were used and 467 lbs foil were scrapped in the process:

Only **1.5%** of foil used was applied to label

467 lbs of foil could be saved from disposal

Enough to cover **2.3 football fields**

35,652 lbs
of foil waste saved

enough to cover nearly

177
football
fields



This equates to

23 tons
of waste