

TLMI believes that industries, businesses, and consumers must move toward more sustainable patterns of consumption and production. A key way to do this is to reduce the amount of waste generated, use materials that are sustainably sourced and have minimized impact on the planet, and follow the waste management hierarchy as a guide for end of life management.

For TLMI members, this includes:

- Optimizing the use of label materials
- Source reduction: redesigning products to use fewer materials
- Giving preference to materials that are designed for reuse or recycling or enable the reuse or recycling of a package
- Giving preference to materials that contain recycled content
- Recycling materials into their highest possible use and avoiding downcycling
- Seeking non-landfill end-of-life options for non-recyclable manufacturing waste
- Reducing unnecessary packaging