



Up to 100 percent of a PET container can be made using recycled PET (rPET), with no limit to the number of times PET material can be reused in container applications.

Creating True Sustainability

Strong, lightweight, transparent and highly versatile, polyethylene terephthalate (PET) plastic is the ideal material for consumer packaging. Yet one of the traits that makes PET equally valuable to brand owners is its tremendous potential for recyclability.

Creating a sustainable application solution requires brands, packaging designers and manufacturers to produce PET packaging that works in harmony with the recycling stream, especially the sink/float washing process. The Association of Plastic Recyclers (APR) suggests choosing packaging materials that conform with its APR Design™ Guide for Plastics Recyclability, including labels that float in water, inks that don't bleed and adhesives that don't disperse on the PET regrind.

Reduce Waste with CleanFlake™ Technology

Now, converters are able to offer brand owners a new way to differentiate their products and enhance sustainability. Avery Dennison CleanFlake™ Portfolio of labeling solutions significantly improve the rPET yield in the recycling process while maintaining the shelf appeal that pressure-sensitive labels are known for. Pressure-sensitive labels typically limit PET recyclability into food-grade rPET due to adhesive contamination. However, CleanFlake™ technology cleanly separates in reaction to the caustic bath, leaving no adhesive residue on the PET flake.



CleanFlake™ Adhesive Technology

Our Commitment to Plastics Recycling

Key Features

Enhance PET bottle and thermoform container recycling, increasing rPET supply

- > The caustic wash breaks the cohesive bond allowing the label to separate cleanly
- > No adhesive residue remains on the PET flake, meaning no contamination
- > Plug & Play solution - compatible with existing value chain
- > Passes the highest form of testing available from the APR*

Conversion Information

In addition to the choice of substrate, APR guidelines can be impacted by the application method, printing process, graphics and the label converting process. It is recommended to test ink systems for suitability with the APR guidelines without negatively impacting the converting and finished label quality.

To ensure clean separation between the label and the PET flake, the final (print+label+adhesive) layer must have a total density of less than 1.0.



Film

Spec#	Facestock	Adhesive	Liner	Availability
79129	1.6 Mil Clear BOPP TC	SR3010	.75 Mil PET	Custom 78"
79127	1.6 Mil Clear BOPP TC	SR3010	.92 Mil PET	Stock 78"
79128	2.6 Mil White BOPP	SR3010	.75 Mil PET	Custom 78"
79126	2.6 Mil White BOPP	SR3010	.92 Mil PET	Custom 78"

Paper

Spec#	Facestock	Adhesive	Liner	Availability
53946	54# Semi-Gloss FSC®	SR3020	40#	Custom
53996	54# Semi-Gloss FSC®	SR3020	.92 Mil PET	Custom
54028	54# Semi-Gloss FSC®	SR3020	40#TNR	Custom

For more information about how to deliver improved sustainability with outstanding shelf impact, go to label.averydennison.com/cleanflake

*This comprehensive recycling evaluation serves as a performance assessment for labels in the plastic recycling process. Label stock that passes the APR Benchmark Test is a foundation for container decoration that provides the best possible performance in the plastic recycling processes. Avery Dennison CleanFlake passes the APR Benchmark criteria as verified by third-party testing.

The complete APR Design™ Guide for Plastics Recyclability can be found at www.plasticrecycling.org

All comparisons are believed to be reliable and accurate. However, the furnishing of such information and comparisons is for reference purposes only and does not constitute a warranty of any kind. Actual product performance should always be tested for fitness-for-use

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