

CleanFlake™ Adhesive Technology

Reduce waste and
enable plastic recycling



Brands, designers and manufacturers all seek packaging solutions that support recycling. While PET and HDPE plastics are valuable and sustainable materials with no limit to the number of times they can be recycled, the challenge lies in eliminating contamination from the recycling stream so that they can retain their quality for circularity. Avery Dennison's CleanFlake™ adhesive solution is designed to target this challenge.

During the PET recycling process, the CleanFlake™ adhesive “switches off” in the caustic bath of 85°C¹, enabling a clean residue-free separation of the label from the PET container. This helps increase the rPET yields and meet the rising demands of this valuable raw material which can also be used to produce new food-grade containers.

CleanFlake™ also provides a mono-material recycling solution for HDPE containers, allowing the label to remain on the container throughout the recycling process, thus promoting HDPE circularity.

Accredited by the Association of Plastic Recyclers for its outstanding contribution to the recyclability of PET and HDPE, CleanFlake™ has been recognized with numerous awards including the AsiaStar Award.



Repositionability

CleanFlake™ targets the waste reduction challenge in the labelling line through its latest feature – label repositionability. Adhesive SR3013N enables incorrectly applied labels to be cleanly removed from the PET container within a rework window of 8 hours², saving containers and their content from being wasted.

¹ Washing performance at below 85°C needs to be evaluated individually per type of PET package and recycling process.

² Individual testing is advised before full implementation.

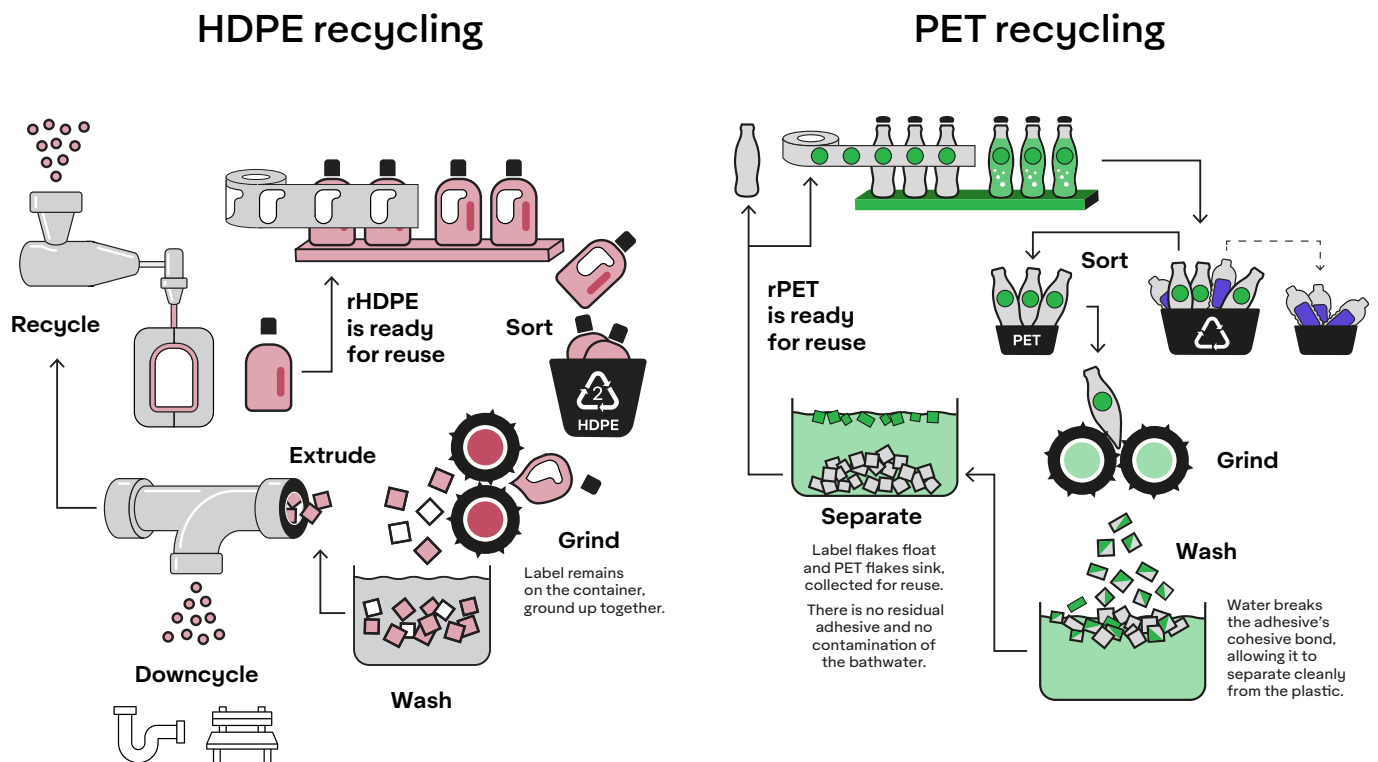
Key features

- Enables plastic circularity
- Repositionability enables label rework
- Available with sustainable facestocks and liners that are responsibly sourced, contains recycled content, or made using less raw materials
- Compatible with the existing value chain — zero investment needed to switch from conventional label
- Meets PET and HDPE (mono-material) recyclability criteria of the Association of Plastic Recyclers

Applications

- PET and HDPE containers
- Thermoforms

How CleanFlake™ works



Converting tips

In addition to the choice of substrate, ink systems should be tested for suitability with design guidelines, without negatively impacting conversion or 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 gram/cm³.

Product information

Code	Description
BW7111	Flex+ Clear NTC/SR3013N/BG33Wh Imp FSC
BW7114	Flex+ Clear NTC/SR3013N/rPET23
BW7059	Flex+ White/SR3013N/rPET23
BW7098	Flex+ White NTC/SR3013N/BG33Wh Imp FSC
BW7055	PP40 Top Clear/SR3013N/rPET23
BW7056	PP40 Top Clear/SR3013N/BG40Wh Imp FSC
BW7072	PP50 Top Trans/SR3013N/BG40Wh Imp FSC
BW7081	PP50 Top Trans/SR3013N/rPET23
BW0255SN	PP60 Top Pearlized White/SR3013N/BG33Wh Imp FSC

Find more sustainable label solutions at label.averydennison.com



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2024 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.