

AD CleanFlake™

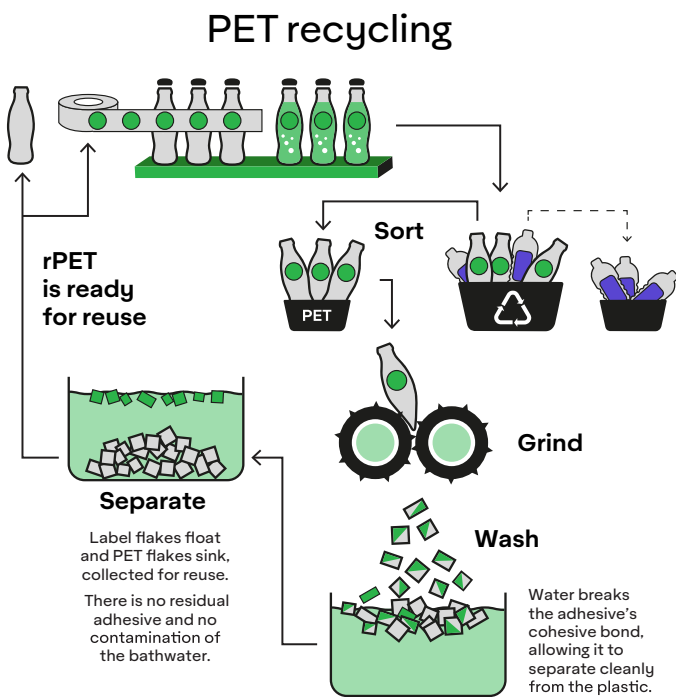
Adhesive technology designed to reduce waste and enable plastic recycling



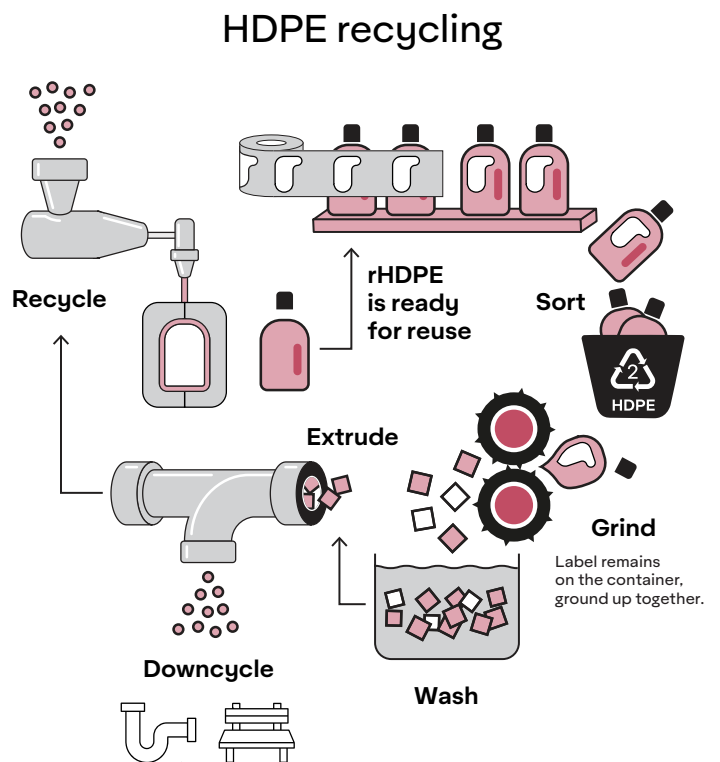
Enabling plastic circularity

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.

How AD CleanFlake™ works



During the PET recycling process, the AD CleanFlake™ adhesive “switches off” in the caustic bath of 85°C¹, enabling a clean residue-free separation of the label from 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.



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

Innovative solution that enables recycling

Accredited by the Association of Plastic Recyclers and recognized with numerous awards including AsiaStar Award for its outstanding contribution to the recyclability of PET and HDPE, AD CleanFlake™ has led the way in true bottle-to-bottle recycling for nearly a decade. Now it is further improved to meet stringent regulations and enhance application efficiency.

Repositionability

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

APEO free adhesive

Alkylphenol ethoxylates (APEO), a chemical used in manufacturing adhesives, degrades into harmful substances that poses long-term environmental risks. SR3013N is designed to be APEO-free, ensuring safety that meets current and future regulations.

Key features

- Enables plastic circularity
- Repositionability enables label rework
- APEO-free
- Available with 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

Product information

Code	Description
BW7111	Flex+ Clear NTC/SR3013N/BG33Wh Imp FSC
BW7114	Flex+ Clear NTC/SR3013N/rPET23
BW7059	Flex+ White/SR3013N/rPET23
BW7123	Flex+ White NTC/SR3013N/BG33Wh 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
BW7113	PP60 Top Pearlized White/SR3013N/BG40Wh Imp FSC



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