

Avery Dennison and Rotolabel deliver a juicy sustainability solution for Woolworths

Avery Dennison
+ Rotolabel
+ Woolworths

Rotolabel of South Africa helped one of the country's leading retailers advance towards their sustainability goals with Avery Dennison's CleanFlake™ technology, a recyclable label solution now being applied to its plastic juice bottles as well as millions of other PET packages.





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The challenge

Rotolabel is the primary label converter for South Africa's retailer Woolworths and together have worked on major sustainability projects including the introduction of Avery Dennison's FSC certified paper labels several years ago.

In response to Woolworths' call to identify and source more sustainable packaging solutions, Rotolabel presented the question to Avery Dennison: what materials can we recommend to Woolworths that will help them meet their high standards for service, reliability, and innovation? We found the answer in one of our most groundbreaking technologies and, thanks to Rotolabel, Woolworths became the first retailer in South Africa to use it.

The solution

We worked hand-in-glove with Rotolabel to demonstrate to Woolworths how our award-winning CleanFlake™ adhesive technology could improve the sustainability of their private label juice bottles as well as various other PET packaging by ensuring that more of them completed the recycling process to help achieve bottle-to-bottle circularity.

How it works

Our CleanFlake™ materials are designed to ensure that PET packages are successfully recycled back into food-grade containers. First, they're the right size and thickness to be recognised by sorting equipment. Even more pivotally, the technology ensures that both the label and adhesive are cleanly removed from the package during recycling, eliminating residue, therefore, resulting in pure PET flakes to be used in new packaging. This diverts PET from being downcycled, landfilled or incinerated. Originally designed for PET plastic bottles, materials in our CleanFlake™ portfolio now work with many kinds of PET packaging, including jars, clamshells and trays. Today, Rotolabel is helping Woolworths apply labels made with CleanFlake™ materials to tens of millions of juice bottles and other PET packages for products such as humus, dips, salads and more.



By shifting more of their food packaging to a sustainable alternative, Woolworths is able to “lead from behind” and push for broader PET recycling in South Africa.

The benefits

For Woolworths, partnering with Rotolabel and adopting CleanFlake™ materials is helping the company make measurable progress toward its goal of sending zero packaging waste to landfills. As the retailer redesigns all of its food packaging to be either recyclable or reusable by the end of 2022, Rotolabel’s service and expertise, along with our CleanFlake™ materials are central to its strategy. Meanwhile, Woolworths is also able to tell a stronger, more shareworthy sustainability story. And by shifting more of their food packaging to a sustainable alternative, Woolworths is able to “lead from behind” and push for broader PET recycling in South Africa, whose system is currently only equipped to recycle PET bottles.

CleanFlake™ materials give Rotolabel performance without compromise. They provide excellent print quality, thanks to an upgraded, best-in-class topcoat and are designed for flawless application on high-speed labelling machines. They are every bit as reliable as a conventional label all the way to the product’s shelf appeal, with their “no label” look that is achieved with high-clarity adhesives, making them suitable for food and a wide variety of other products seeking a premium aesthetic.

We ran extensive tests with multiple packaging suppliers to validate our products while also coordinating a trial with major South African recycler Extrupet, which gave CleanFlake™ the green light based on their own technology test.

Woolworths' adoption of CleanFlake™ materials is also a win for recyclers and, by extension, for all of us. Recyclers typically prefer recycling PET bottles with wraparound labels because, historically, pressure-sensitive labels have been difficult to fully remove, resulting in used PET that is downcycled into items other than food and beverage packaging or, worse, not recycled at all. CleanFlake™ enables recyclers to work with pressure-sensitive labels and better promote plastic circularity by producing more of the food-grade recycled PET required for bottle-to-bottle recycling, a resource that is high in global demand.

How Avery Dennison made a difference

We contributed more than a breakthrough label solution. Like all of our product teams, our CleanFlake™ team is made up of experts in materials science, printing and packaging who help converters and brands work together to achieve mutual success by optimising the conversion and application of our products. Throughout Woolworths' shift to CleanFlake™-based labels, our teams have made their products and expertise available to help Rotolabel provide all the support needed for Woolworths to make a smooth, confident transition. Together with Rotolabel, we ran extensive tests with multiple packaging suppliers to validate our products while also coordinating a trial with major South African recycler Extrupet, which gave CleanFlake™ the green light based on their own technology test.

See what our CleanFlake™ materials can do for you.
Contact your Avery Dennison representative or visit label.averydennison.com to learn more.

Connect with us on:



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