

Wash-Off

A solution that enables
the reuse of returnable
glass bottles



Returnable glass bottles require solutions that enhance their circularity – Labels that stay firmly in place during use but can be easily removed for a continuous reuse process.

The innovative Avery Dennison Wash-Off adhesive technology has been designed to meet the growing demand for sustainability and cost optimization in the glass recycling space.

As a reliable solution for food and beverage manufacturers seeking quality labels for a sustainable use of glass bottles, Wash-Off solution offers the following key features:

- Label remains firmly in place at point of sale, and during consumer use
- Facilitates an easy, residue-free removal in a conventional bottle washer
- Compatible with a wide variety of printing techniques including letterpress and flexo
- Available with both filmic and paper facestocks for a wide range of designs
- Optimized and proven for auto-bottle-washing process

Wash-Off for paper labels ¹

- Wet strength properties prevent the label from fraying for clean removal during the recycling process (submersible in ice bucket for 4-6 hours and at chilled temperature (0-4°C) up to 1 week)
- Adhesive contains hydrophilic activators, facilitating faster penetration of water that kills the adhesion in hot caustic bath
- Available in metallized and non-metallized appearances



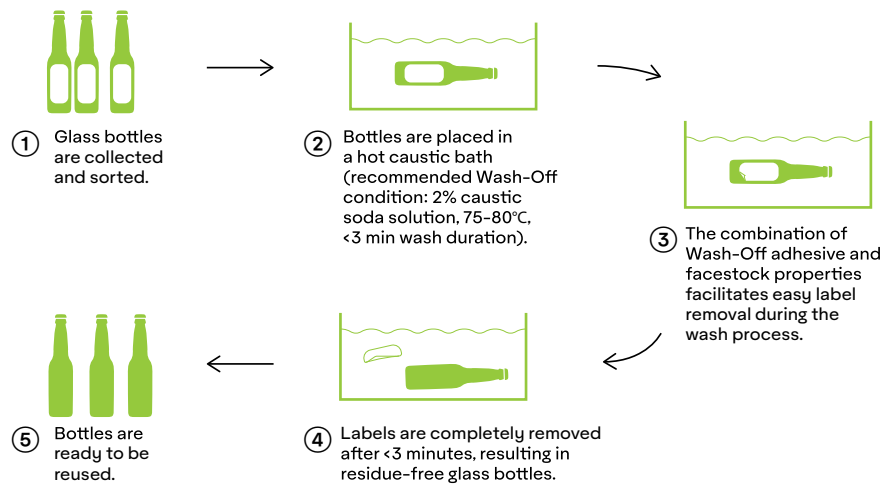
Wash-Off for film labels

- Adhesive is resistant to moisture, staying intact until recycling process begins
- Shrinkage of PETG film during wash-off process facilitates full and clean label removal
- Available in clear-on-clear construction for a “no label” look and metallized silver for premium look



¹ Wash-off for paper labels is currently in development and available for trial. For more information contact your sales representative.

How it works



Applications




Consumable products using returnable glass containers, including beer, spirits, wine, carbonated and non-carbonated beverages

Product Information

Code	Description	Location	Width (mm)	MOQ (m ²)
Film				
BWS1324	45um PET PC/S6000/PET30 ni	China	1000	2000
BWS1368	45um PETG Metalized Silver/S6000/PET30 ni	China	1000	2000

Let's imagine the possibilities together

As the global leader in sustainability with the widest range of applications on the market, our broad label portfolio means you can order multiple products from a single source – providing convenience and efficiency. You're the expert in your business; we're the expert in labeling. Contact your local Avery Dennison representative today or visit label.averydennison.com to find out how we can meet and exceed your needs.

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