Avery Dennison
Label and Packaging Materials
Product Overview

Sub-Saharan Africa
March 2024

CleanFlake™

Adhesive technology
that enables PET recycling

AVERY DENNISON

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Easier access to better recycling

PET packaging is valued for its recyclability. But to ensure recyclability and avoid landfilling or incineration, PET packages must be designed to complete the recycling process. That includes having a label that won't get in the way of sorting or processing.

The Avery Dennison CleanFlake portfolio helps PET packages complete the recycling process. It is designed to improve rPET yields through a clean separation of the label from the PET bottle during the sink/float wash, a critical step in improving the possibility of extracting pure PET flakes for food-grade bottle-to-bottle recycling.

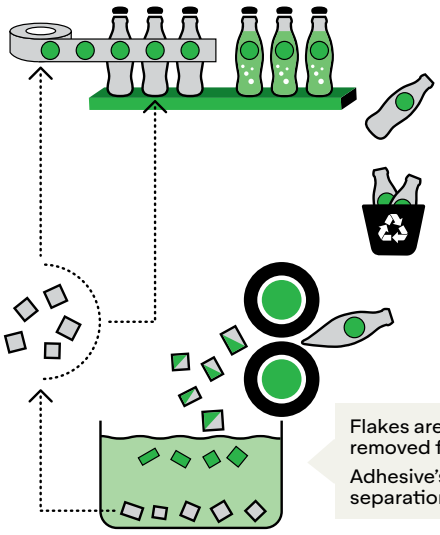
CleanFlake products have all the appeal of standard filmic labels, while meeting design guidelines from the European PET Bottle Platform (EPBP) and Petcore, which emphasize raising the output of rPET. CleanFlake™ products have also passed the most stringent tests of the Association of Plastics Recyclers (APR).

Now a part of Avery Dennison's standard films portfolio, CleanFlake is available through a local supply chain in Asia Pacific. Customers can now experience readily-available stock, faster delivery, lower MOQ, and market-relevant pricing.

How it works

CleanFlake technology uses an emulsion adhesive that sticks firmly during the package's use but "turns off" in the caustic bath, between 75°C and 85°C, that's part of the recycling process. As a result, the label material separates from the PET flakes and floats cleanly to the surface, leaving no label and adhesive residue in the PET stream. The PET flakes can then be processed into food-grade recycled PET, contributing to a global supply that is currently lagging behind demand.

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.



PET containers are collected and sorted

Containers are ground up into flakes

Flakes are placed in a caustic bath where the label is removed from the container

Adhesive's cohesive bond is broken, allowing a clean separation of the label and container

Low-density labels float to the surface, while heavier PET sinks and is collected for reuse

Bathwater has zero adhesive residue and contamination

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Key features

- A strong alternative to conventional film materials that does not compromise printing and converting quality, labeling, or shelf appeal
- Increases the yield of rPET through easier recycling including PET bottle-to-bottle recycling
- Can be used with glassine and rPET liners made partially from Post Consumer Waste (PCW)
- Also allows HDPE downcycling in mono-material form
- Certified by the APR, meeting or exceeding their strictest criteria
- Available through a local supply chain - readily-available stock, faster delivery, lower MOQ, and market-relevant pricing

Application areas

PET and HDPE packaging used in various segments including food, beverage, beauty, personal care, and home care

Product information

Code	Description	Width	MOQ
BW8018	Fasson® 60u White PP TC/SR3013/BG33WH IMP	1500	1500
BW8019	Fasson® 50u Clear PP TC/SR3013/BG40Y IMP	1500	1500
CJ409	PP50 TOP CLEAR S7400ER-PET23	2000	2000

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