

CleanFlake™

The easy way to support
plastics recycling



Recycled PET (rPET) is a valuable and sustainable material with no limit to how many times it can be recycled. The challenge lies in eliminating contamination from the recycling stream, and the Avery Dennison CleanFlake Portfolio is designed to easily support plastic recycling, improving the rPET yield while maintaining shelf appeal.

Brands, packaging designers and manufacturers are all seeking PET packaging that supports conventional recycling, especially through clean separation during the sink/float washing process. CleanFlake technology meets the design guidelines from the Association of Plastic Recyclers (APR), which place specific emphasis on raising the output of rPET.

Existing self-adhesive labels limit PET recycling into new food-grade containers due to adhesive contamination. As a plug-and-play solution, compatible with the existing value chain, CleanFlake technology provides a simple route to improved PET recycling, leaving no adhesive residue on the resulting PET flakes. The unique 'switchable' CleanFlake adhesive enables clean label separation in a caustic bath of 85°C (washing performance at below 85°C needs to be evaluated individually per type of PET package and recycling process).

Avery Dennison CleanFlake portfolio offers a wide selection of responsibly sourced paper and filmic facestocks.

Key features

- Allows PET recycling into rPET, which preserves a valuable raw material
- Plug-and-play solution compatible with the existing value chain
- Available with FSC sourced glassine liners and rPET liners made partially from recycled PET flakes: the first attempt towards closed loop recycling!

Applications

- PET bottles, trays, containers
- Thermoforms

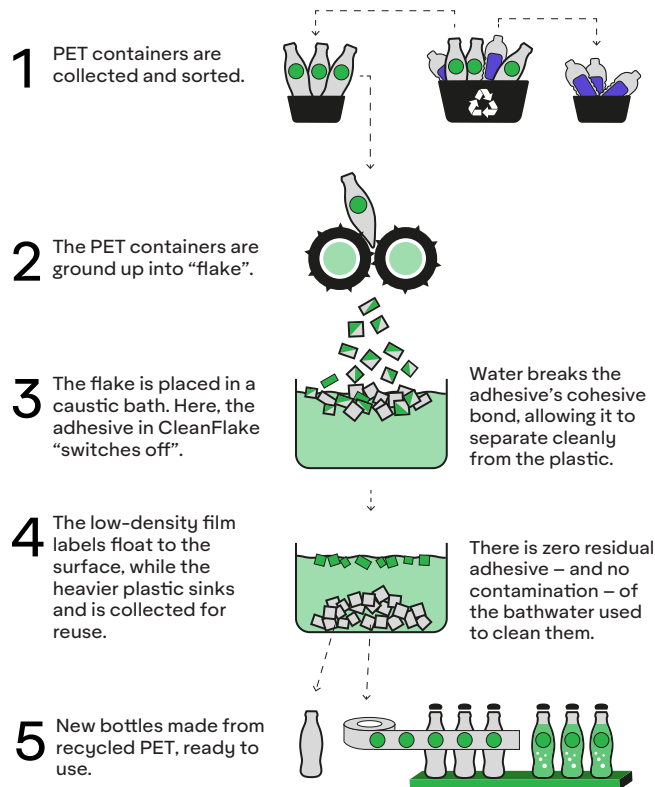
Converting tips

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
BW7037	PP60 Top Pearlized White/SR3013/BG40Wh Imp FSC
BW7054	PP50 Top Pearlized White/SR3013/BG33Wh Imp FSC
BW7038	PP50 Top Trans/SR3013/BG40Wh Imp FSC
BW7056	PP40 Top Clear/SR3013/BG40Wh Imp FSC
BW7039	CleanFlake Flex+ Clear/SR3013/BG33Wh Imp FSC
BW7051	CleanFlake Flex+ White/SR3013/BG33Wh Imp FSC
BW7040	PP60 Top Pearlized White/SR3013/rPET23
BW7041	PP50 Top Trans/SR3013/rPET23
BW7055	PP40 Top Clear/SR3013/rPET23

How CleanFlake™ works



Find more sustainable label solutions at label.averydennison.com



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