

AD CleanFlake™ Technology



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Technology



The next-generation film label for rigid packaging, with recyclability built in.

We're proud to introduce our next-generation solution for film labels: AD CleanFlake™ Technology. AD CleanFlake builds on our vast foundation of permanent adhesives and CleanFlake products to offer uncompromised, outstanding performance along with recyclability for more kinds of rigid plastic packaging. Simplify your operations, reduce costs, fulfill orders faster, and meet sustainability goals—all by stocking a single solution that meets all of your film-label needs.

Designed for
performance first

AD CleanFlake offers outstanding performance on adhesion, clarity and conversion. It also offers best-in-class print quality and the brand-boosting shelf appeal you expect from Avery Dennison materials, without adhesive bleeding or water whitening.



A powerful way to meet sustainability goals

We've made labeling more sustainably an easy choice by pairing performance with recyclability. AD CleanFlake is designed for use with rigid plastic and glass packaging for food, beverages, home and personal care, and more. It enables the recycling of PET and HDPE packaging and helps brands meet sustainability targets, comply with regulations, and advance circularity by increasing the availability of recycled plastic. Recognized by EPBP, APR, and RecyClass, AD CleanFlake is part of our Sustainable ADvantage portfolio, the benchmark for innovation, sustainability and regenerative design.

Key features

- Outstanding performance for any film label application on PP, HDPE, PET, metal and glass.
 - Enables recycling of a wide range of PET and HDPE packaging.
 - Endorsed by EPBP and APR for PET recycling.
 - Recognized by RecyClass and APR as a monomaterial for coloured HDPE recycling.
 - No water whitening or adhesive bleed.
 - Best in class print quality with our TC7007 topcoat.
 - Makes it possible to stock a single, high-performing film label for almost any FMCG application.
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Applications

Food/Beverages/Home care/Personal care



Product List

Code	Product Name	Recyclability:		MOQ (m ²)	Lead time (days)
		PET	HDPE		
CH990	CleanFlake PP50 White S7000ER-BG40WH FSC	✓	✓	970	1
CH989	CleanFlake PP50 Clear S7000ER-BG40WH FSC	✓	✓	970	1
CH879	CleanFlake PP50 White S7000ER-rPET23	✓	✓	970	1
CH878	CleanFlake PP50 Clear S7000ER-rPET23	✓	✓	970	1
CJ413	Global MDO Top Clear RDX S7000ER-rPET23	✓	✓	970	1
CJ414	Global MDO Top White RDX S7000-rPET23		✓	970	1
CJ417	Global MDO Top Clear RDX S7000ER-BG40WH FSC	✓	✓	970	1
CJ418	Global MDO Top White RDX S7000-BG40WH FSC		✓	970	1
CI362	PP40 Cavit Top White RDX S7000ER-rPET23	✓	✓	970	1
CJ419	PP40 Top Clear RDX S7000ER-rPET23	✓	✓	970	1
CJ426	rPP50 Top Clear ISCC S7000ER-rPET23	✓	✓	2,000	1
CJ425	PP30 Top Clear S7000ER-BG40WH FSC	✓	✓	2,000	1
CI365	PP20 Clear S7400ER-rPET23	✓		2,000	1
CJ408	PP40 Top Clear S7400ER-PET23	✓		2,000	1
CJ409	PP50 Top Clear S7400ER-rPET23	✓		2,000	1

Day(s) = Business day(s)

Get the first adhesive for film labels that does it all

For more information about next-generation AD CleanFlake™ Technology, visit label.averydennison.com/cleanflake or contact your usual sales representative.



The Sustainable ADvantage

AD CleanFlake™ is a part of our flagship products and solutions portfolio Sustainable ADvantage, which helps to set the benchmark for innovation, sustainability and regeneration across the entire supply chain.

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.



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