

# Introducing Next Generation AD CleanFlake™ Technology



Avery Dennison is the first company to offer this innovative adhesive system on all film labels, enabling and advancing rigid plastic recycling.

For years, Avery Dennison has worked with the industry — across the value chain — to enable recycling and help brands respond to consumers' needs for more sustainable product packaging.

Now we're taking another major leap forward with the introduction of our next generation, AD CleanFlake™ technology. This new technology extends the benefits of CleanFlake to HDPE plastics in addition to PET. It also makes us the first manufacturer to enable recycling across the breadth of our films portfolio.

## Next generation, AD CleanFlake™ technology can help increase plastic recycling

Our next generation product works with both PET and HDPE plastics in the recycling process — it removes cleanly from PET, while staying with HDPE. This results in good quality flakes, increasing throughput and the availability of recycled materials for bottle manufacturers that are keen on sustainability. Fewer virgin resources need to be employed in plastic production, and fewer bottles end up in landfills.

## AD CleanFlake conforms to the Association of Plastic Recyclers (APR) Design for Recyclability Guideline.

No compromises when it comes to performance

Label converters and bottle manufacturers can be confident that their choice of AD CleanFlake™ technology means no compromises when it comes to performance.

The AD CleanFlake™ adhesive technology offers outstanding adhesion and clarity. It's easy to convert, with high repositionability, water whitening resistance, and minimal adhesive ooze. Print quality is excellent, ensuring labels have the same shelf appeal as with other adhesive systems.

Importantly, converters can now rely on our new adhesive portfolio for all their film labeling needs while also enabling recycling for a more sustainable solution. Next generation CleanFlake™ technology does it all. As a “onestop” solution, it helps reduce cost, complexity and lead times while improving productivity.

## Recycled plastic is getting harder to source

We first introduced the CleanFlake™ system in 2013 to help the industry address some of the challenges related to plastic recycling. Today, it's part of our Sustainable ADvantage portfolio of products and solutions. These offerings set the standard for innovation, sustainability, and regeneration across the supply chain.

Plastic recycling is an important part of the global trend toward developing a circular economy. And yet, after decades of promoting recycling to a consumer public increasingly interested in sustainability, its infrastructure still faces some fundamental challenges. These challenges limit the amount of recycled plastic available to industries.

- ▶ Consumers throw away 35 billion plastic bottles annually, leaving only 14.6% to be recycled.
- ▶ Recyclers deem 25% of the bottles they receive as not suitable for the recycling process. Those bottles end up in landfills.
- ▶ About 91% of plastic produced annually is not recycled.

Leading bottle manufacturers have pledged to use more rPET. Coca-Cola and PepsiCo, for instance, have both pledged to use 50% rPET by 2030. Danone has goals to use 25% recycled material in its plastic packaging by 2025, including 50% for its water and beverage bottles. However, these manufacturers may already be struggling to find sources for recycled material even as demand for their products will increase in the coming years — the global plastic bottle market is expected to grow at a 6.5% CAGR from 2020 through 2025.

AD CleanFlake may not be the answer to this complex challenge. But it is an effective solution to help produce more recycled plastic and help brands be more sustainable.

## The AD Clean Flake™ Portfolio

The portfolio includes the following adhesive options, each tuned for specific application areas. Look for these innovative adhesives as part of label constructions across our portfolio of films. To learn more about AD CleanFlake™ technology, contact your Avery Dennison sales representative, or visit [label.averydennison.com](http://label.averydennison.com).

Product number: S7000ER Applications: Food, HPC/general purpose

Product Number S7400ER Applications: Beer and other beverages

Product Number S692N-ER Applications: General purpose permanent

[label.averydennison.com](http://label.averydennison.com)

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