

# Avery Dennison CleanFlake™ Adhesive Technology Makes Chlorophyll Water Even Greener

Chlorophyll Water® is a plant powered purified water (carbon filtered, triple filtration, UV treated), enhanced by nature, with the addition of chlorophyll, a key ingredient and the vital green pigment in plant life. Since its launch in 2019, Chlorophyll Water has been enjoyed by health-minded consumers along with athletes and celebrities such as Aly Raisman, Rosario Dawson, and Kourtney Kardashian.

The company is passionate about sustainability and wanted to make sure their label and packaging reflected that. Recognized by the Green Business Bureau as “Good for the Mind, the Body, and the Planet,” Chlorophyll Water features a bottle that’s 100 percent recyclable, BPA-free, non-toxic, and landfill biodegradable. The company is a member of the National Recycling Association, the National Waste and Recycling Association, Green America, and the New York State Association for Reduction, Reuse and Recycling.

## How Avery Dennison CleanFlake helps boost Chlorophyll Water’s sustainability credentials

To produce a label for its 20-oz bottle, Chlorophyll Water partnered with Hub Labels. Based in Hagerstown, Maryland, the company manufactures pressure sensitive and linerless labels for a range of applications, including beverage bottles.

Like Chlorophyll Water, Hub has a strong reputation and passion for sustainability; indeed, sustainability is one of its core operating principles. Hub is a certified member of the Sustainable Green Printing Partnership, and has won multiple awards for its environmental stewardship and leadership.



To help Chlorophyll Water find a label that would enable 100% of the bottle to be recycled into rPET, Hub recommended the Avery Dennison CleanFlake™ adhesive technology be used in the label construction. Copy on the label announces its use of the adhesive, letting consumers know they can recycle the bottle without having to spend any time and effort removing the label.

Avery Dennison introduced its CleanFlake technology to help improve the yield of high-quality, food grade PET in the recycling process. The CleanFlake Portfolio is built on a water-based adhesive technology that separates cleanly from PET during the caustic wash stage of the recycling process. No adhesive residue remains on the plastic, meaning it can be processed into clean, high quality, recycled PET flakes. The adhesive is available with a selection of film and FSC®-certified paper facestocks.

### A client-converter partnership focused on sustainability

“As a brand, Chlorophyll Water is committed to sustainability and implementation of new ideas and technology which can improve the impact that packaging has on our environment,” says Matt Levine, founder of Chlorophyll Water. “Always looking to evolve, we were excited to learn about Avery Dennison’s CleanFlake technology for our labels (to pair with our Landfill Biodegradable, BPA-Free, Non-Toxic and 100% Recyclable Bottle). Avery Dennison’s CleanFlake technology ensures that our labels cleanly separate during the recycling process increasing the yields of pure PET flakes.”

“When it comes to a project like this, I think it’s important for the client, designer, and printer to focus on creating a sense of partnership from the earliest stages,” says Thomas Dahbura, President, Hub Labels. “In this case, that early partnership gave us an opportunity to really learn about the Chlorophyll Water brand, which clearly is doing all the right things when it comes to sustainability. That partnership allowed us to create a label for Chlorophyll Water that met their sustainability goals and represents their passion for environmental stewardship — the CleanFlake system is really a perfect fit.”



### Can CleanFlake help improve your brand’s sustainability?

CleanFlake technology conforms with the Association of Plastic Recyclers’ Guide for Plastics Recyclability, and has been adopted by many brands looking to improve their sustainability. To find out how it can help your brand, visit [label.averydennison.com](http://label.averydennison.com), or contact an Avery Dennison sales representative.

To learn more about Chlorophyll Water, including its 100 percent recyclable, BPA-free, non-toxic, landfill biodegradable bottles, visit [chlorophyllwater.com](http://chlorophyllwater.com).

To learn more about Hub Labels, including the company’s capabilities and commitment to sustainability, visit [hublabels.com](http://hublabels.com).

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