

AD CleanFlake™ 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 foundation of adhesives and CleanFlake products to offer uncompromised, outstanding performance along with recyclability for more kinds of rigid plastic packaging. Simplify your operations, reduce costs, fill 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 excellent repositionability and the outstanding shelf appeal you expect from Avery Dennison materials, without ooze 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 HDPE and PET packages for food, beverages, home and personal care, and more. It 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.



Product Information

Key Features

- Outstanding performance for any film label application on PP, HDPE, PET and glass.
- Enables recycling of a wide range of PET and HDPE packaging.
- Recognized by EPBP and APR for PET recycling; Recognized by APR and RecyClass for colored HDPE recycling
- No adhesive ooze; excellent print quality
- Makes it possible to stock a single, high-performing film label for virtually any application.

Applications

- Food
- Beverage
- Home care
- Personal care



Spec #	Description
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Adhesive: S7400ER

Rigid Films

B7778	.7M Clear BOPP NTC/S7400ER/.92M PET
B7351	1.6M Clear BOPP TC/S7400ER/.92M PET
B7776	1.6M Clear BOPP NTC/S7400ER/.75M PET
B7775	1.6M Clear BOPP NTC/S7400ER/.92M PET
B7774	1.6M Clear BOPP TC/S7400ER/.75M PET
B7781	2M Clear BOPP TC/S7400ER/0.92M PET
B7780	2M Clear BOPP TC/S7400ER/1.2M PET
B7739	2M Clear BOPP NTC/S7400ER/.92M PET
B7779	2M Clear BOPP TC/S7400ER/.92M 30% rPET
B7738	2M Metallized BOPP TC/S7400ER/.92M PET
B7755	2M Metallized BOPP TC/S7400ER/1.2M PET
B7773	2.4M White BOPP TC/S7400ER/0.92M PET
B7771	2.4M White BOPP TC/S7400ER/1.2M PET
B7782	2.6M White BOPP NTC/S7400ER/.92M PET
B7783	2.6M White BOPP NTC/S7400ER/.75M PET
B7784	2.4M White BOPP TC/S7400ER/.92M 30% rPET
B7785	2.4M White BOPP NTC/S7400ER/.92M PET

Product
Information

Spec #	Description
Adhesive: S7000ER	
Rigid Films	
B7754	1.6M Clear BOPP TC/S7000ER/.92 PET
B7737	1.6M Clear BOPP/S7000ER /.92M 30% rPET
B7766	1.6M Metallized BOPPTC/S7000ER/.92M PET
B7753	2M White BOPP TC/S7000ER/40#BG
B7744	2M Clear BOPP TC/S7000ER/1.2M PET
B7746	2M Clear BOPP ITC/S7000ER/1.2M PET
B7745	2M Clear BOPP ITC/S7000ER/40#BG
B7350	2M Clear BOPP TC/S7000ER/1.2M PET
B7348	2M Clear BOPP TC/S7000ER/40#BG
B7741	2M White BOPP TC/S7000ER/.92M PET
B7767	2M Metallized BOPP ITC/S7000ER/1.2M PET
B7764	2M Metallized BOPP TC/S7000ER/1.2M PET
B7740	2M White BOPP TC/S7000ER/1.2M PET
B7752	2.4M White BOPP ITC/S7000ER/1.2M PET
B7751	2.4M White BOPP ITC/S7000ER/40#BG
B7750	2.4M White BOPP TC/S7000ER/.92M PET
B7655	2.4M White BOPP TC/S7000ER/1.2M PET
B7729	2.4M White BOPP TC/S7000ER/40#BG
B7748	2.4M White BOPP TC/S7000ER/40#BG
B7747	2.4M White BOPP/S7000ER/.92M 30%rPET
Conformable Films	
B7656	Global MDO NG Clear/S7000ER/PET23
B7657	Global MDO NG White/S7000ER/PET23
B7735*	High Performance PRIMAX TC/S7000ER/1.2M
B8019	High Performance FASCLEAR TC/S7000ER/1.2M

*Recognized for HDPE Recycling only

Product
Information

Spec #	Description
Adhesive: S692N-ER	
Rigid Films	
B7818	2M Clear BOPP ITC/S692N-ER/40#BG
B7349	2M Clear BOPP TC/S692N-ER/1.2M PET
B7812	2M Clear BOPP TC/S692N-ER/1M PET NCT
B7347	2M Clear BOPP TC/S692N-ER/40#BG
B7763	2M Metallized BOPP TC/S692N-ER/1.2M PET
B7768	2M Metallized BOPP TC/S692N-ER/92M PET
B7761	2.3M White BOPP TC/S692N-ER/1.2M PET
B7761	2.3M White BOPP TC/S692N-ER/1.2M PET
B7760	2.3M White BOPP TC/S692N-ER/40#BG
B7759	2.4M White BOPP ITC/S692N-ER/40#BG
B7758	2.4M White BOPP TC/S692N-ER/1.2M PET
B7757	2.4M White BOPP TC/S692N-ER/1.5M
B7756	2.4M White BOPP TC/S692N-ER/40#BG
B7817	2.4M White BOPP NTC/S692N-ER/40#BG
B7828	2.6M White BOPP ITC/S692N-ER/1.2M PET
B7827	2.6M White BOPP ITC/S692N-ER/40#BG
B7693	2.6M White BOPP TC/S692N-ER/1.2M PET
B7825	2.6M White BOPP TC/S692N-ER/1.5M PET
B7816	2.6M White BOPP TC/S692N-ER/40#BG
B7815	2.6M White BOPP NTC/S692N-ER/40#BG
Conformable Films	
B7804	3.0M Clear MDO/S692N-ER/1.2M PET
B7803	3.0M Clear MDO/S692N-ER/40#BG
B7801*	3.0M White MDO/S692N-ER/1.2M PET
B7800*	3.0M White MDO/S692N-ER/40#BG
B7799*	3.0M White MDO/S692N-ER/44#PK
B7797	Global COEX Clear NTC/S692N-ER/PET30
B7798	Global COEX Clear NTC/S692N-ER/PET30
B7796	Global COEX Clear TC/S692N-ER/PET30
B8022*	Global COEX White TC/S692N-ER/PET30
B7794*	Global COEX White/S692N-ER/PET30
B7789	PE85 Clear NTC/S692N-ER/1.2M PET

*Recognized for HDPE Recycling only

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

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.

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