

Avery Dennison
Label and Packaging Materials
Product Overview

Australia & New Zealand
December 2023

CleanFlake™

Adhesive technology
that enables PET recycling



Easier access to better recycling

PET packaging is valued for its recyclability. But to ensure recyclability and avoid landfilling or incineration, PET packages must be designed to complete the recycling process. That includes having a label that won't get in the way of sorting or processing.

The Avery Dennison CleanFlake portfolio helps PET packages complete the recycling process. It is designed to improve rPET yields through a clean separation of the label from the PET bottle during the sink/float wash, a critical step in improving the possibility of extracting pure PET flakes for food-grade bottle-to-bottle recycling.

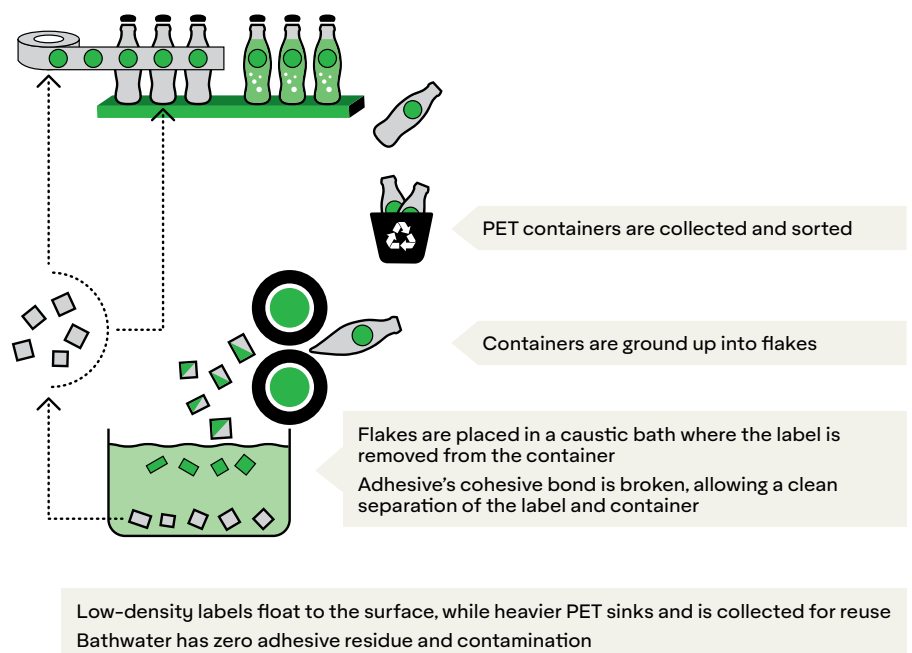
CleanFlake products have all the appeal of standard filmic labels, while meeting design guidelines from the European PET Bottle Platform (EPBP) and Petcore, which emphasize raising the output of rPET. CleanFlake™ products have also passed the most stringent tests of the Association of Plastics Recyclers (APR).

Now a part of Avery Dennison's standard films portfolio, CleanFlake is available through a local supply chain in Asia Pacific. Customers can now experience readily-available stock, faster delivery, lower MOQ, and market-relevant pricing.

How it works

CleanFlake technology uses an emulsion adhesive that sticks firmly during the package's use but "turns off" in the caustic bath, between 75°C and 85°C, that's part of the recycling process. As a result, the label material separates from the PET flakes and floats cleanly to the surface, leaving no label and adhesive residue in the PET stream. The PET flakes can then be processed into food-grade recycled PET, contributing to a global supply that is currently lagging behind demand.

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.



Key features

- A strong alternative to conventional film materials that does not compromise printing and converting quality, labeling, or shelf appeal
- Increases the yield of rPET through easier recycling including PET bottle-to-bottle recycling
- Can be used with glassine and rPET liners made partially from Post Consumer Waste (PCW)
- Also allows HDPE downcycling in mono-material form
- Certified by the APR, meeting or exceeding their strictest criteria
- Available through a local supply chain - readily-available stock, faster delivery, lower MOQ, and market-relevant pricing




Application areas

PET and HDPE packaging used in various segments including food, beverage, beauty, personal care, and home care

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
F64127.1525	rPP WH TC SR3013 BG33WHN	4575	1525	ASEAN
F64221.1525	rPP WH TC SR3013 rPET23	4575	1525	ASEAN
BW7045	PP60 WH TC SR3013 BG33Wh Imp	4575	1525	ASEAN
F64300.1525	PP40 CL TC SR3013 rPET23	4575	1525	ASEAN
BW7052	PP50 CL TC SR3013 BG33WH	4575	1525	ANZ

Find more label solutions at label.averydennison.com

Connect with us on:   



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2023 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.