

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - ANZ
July 2021

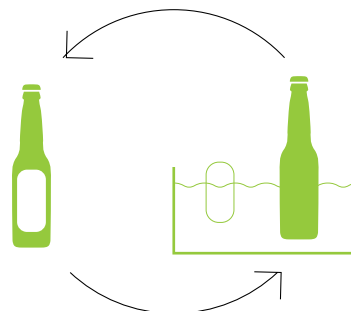
Glass Recycling



Clear recycling targets for packaging material are set by the European Union, including glass. It means renewed efforts to make packaging more recyclable or reusable - meeting both legislative requirements and customer demand.

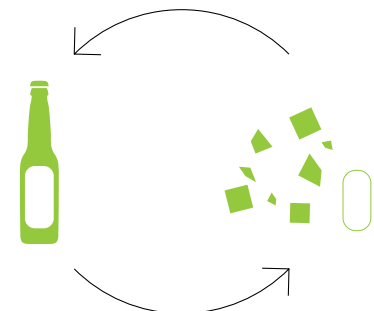
Avery Dennison self-adhesive technologies support more effective recycling of both oneway and returnable glass bottles - offering an easy way to meet targets set by legislators and brand owners.

**Returnable glass packaging:
Wash-off**



Labelling of returnable glass bottles and packaging, such as beer and water bottles.

**One way glass packaging:
Glass Recycling**



Labelling of one-way glass bottles and packaging, such as wine bottles and vegetable jars - to be collected via local glass recycling containers and bins.

Glass Recycling

Glass packaging is endlessly recyclable, but the challenge lies in removing self-adhesive labels cleanly. Residual labels in the recycling process impacts both the quality and availability of recycled glass.

Inadequate labelling technology results in up to 74% of unwanted material entering the recycling stream. Avery Dennison offers a self-adhesive solution that almost entirely eliminates label contamination in the glass recycling process, by separating cleanly from the glass cullets.

Key features

- Clean separation of self-adhesive label from glass particles, enabling a clean glass recycling process
- Excellent facestock clarity for 'no-label' look designs
- Labels remain firmly in place at point of sale, and with the consumer
- Compatible with a wide variety of printing techniques including letterpress, flexo and gravure

How it works




The Avery Dennison Glass Recycling portfolio uses a unique GRX1 adhesive which 'switches off' during the glass bottle recycling process, to facilitate clean separation of the label from the glass cullets. Label fragment contamination drops to just 2% of the original label material (versus up to 74%), resulting in increased recycled glass quality and less material downcycled or going to landfill.

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• AY834	PP50 TOP CLEAR GRX1-rPET23	2000	1000	EUR

• Sustainable Advantage Products

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