



Avery Dennison® Glass Recycling: boosting recycling yields

Sustainability gains from a unique 'switchable' adhesive

FAST FACTS

- > Boosts sustainability credentials for brands
- > Improves recycling process in one-way glass bottle market
- > Maintains all-important shelf appeal
- > All the benefits of self-adhesive materials

GLASS RECYCLING

Brand owners are striving to make their packaging more sustainable, and to contribute to a circular economy. Such initiatives are important in themselves, and can also help businesses to differentiate from the competition, with a positive financial impact from improved brand value perception.

Post-consumer recycling is one of the key elements of sustainable packaging. Conventionally, the removal of self-adhesive labels has proved a challenge during the glass recycling process, impacting both the quality and availability of recycled material. Avery Dennison Glass Recycling uses a self-adhesive technology that helps to solve these challenges.

UNIQUE SWITCHABLE ADHESIVE

Avery Dennison Glass Recycling materials use a unique GRX1 'switchable' adhesive. This adhesive 'switches off' during the glass bottle recycling process, to facilitate clean separation of the label from the glass.

For single-use bottles, recyclable glass can be contaminated with unwanted label material – with up to 74% of the label material entering the recycling stream. Additionally, for every tonne of glass fragments, up to 40kg can end up in landfill if not cleanly separated from the label material.

Avery Dennison Glass Recycling reduces glass going to landfill to 1.5kg per tonne (versus 40kg), and it limits label fragment contamination to 2% of label material (versus up to 74%).





BENEFITS

Environmental impact is reduced and bottle recycling opportunities are maximised – without compromising on shelf-appeal. Excellent facestock clarity also opens up brand-defining ‘no-label’ look design possibilities.

- > Strengthens reputation as a sustainable brand through recognition of efforts to recover and recycle glass containers
- > Improves glass bottle recycling, reducing waste
- > Energy savings that help achieve sustainability targets
- > Labels remain firmly in place at point of sale and with the consumer

Avery Dennison Glass Recycling materials are compatible with a wide variety of printing techniques including letterpress, flexo, gravure and screen. Fast and accurate automatic application keeps dispensing costs down.

OUR PRODUCTS

AVERY DENNISON GLASS RECYCLING

Product code	Product Name	Facestock	Adhesive	Liner
AY831	PP20 CLEAR - GRX1 - PET23	PP20 Clear	GRX1	PET23
AY832	PP30 CLEAR - GRX1 - PET23	PP30 Clear	GRX1	PET23
AY833	PP40 CLEAR - GRX1 - PET23	PP40 Clear	GRX1	PET23
AY834	PP50 CLEAR - GRX1 - PET23	PP50 Clear	GRX1	PET23

Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website label.averydennison.eu or contact your local Avery Dennison sales representative.

ORDER YOUR SAMPLE TODAY

Please contact your local Avery Dennison sales representative for samples or for more information. A4 samples are available on request to facilitate pre-testing. For more specific requirements, a technical specialist can work closely with you to determine which existing or tailor-made product would provide the optimal solution for your needs.

Avery Dennison strongly recommends that due to the variety of potential substrates, label materials should be thoroughly tested under end-use conditions to determine their ultimate suitability and functionality.

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2015-06_16380EN



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