(r)PET liners

Factsheet

A simple route to increase productivity and reduce waste

The drive towards high-speed labelling is resulting in the highest ever demand for filmic liners. A filmic liner offers substantial benefits to brand-owners. It can enhance both productivity and waste reduction with reduced line downtime and more recycling opportunities. We have an extensive range of high quality labelling materials to support reliable and fast labelling applications.

Why (r)PET liners?

Polyethylene terephthalate (PET) liners deliver a more robust platform than other liner technologies. They are a versatile and future-proof choice, offering a wide application range, many adhesive options and a choice of face materials (paper, film, thermal and foil). (r)PET liners also support most print embellishments (stamping, embossing and foiling).

(r)PET is a thoroughly proven liner technology, used by Avery Dennison since the 1990s, and the benefits during high speed conversion and dispensing are outstanding.

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[1] Better for productivity and shelf-appeal

- Uniform and consistent performance at higher dispensing speeds
- Elimination of web breaks - including wet conditions
- Significant reduction of paper dust on packaging lines
- Enhanced visual appeal on the shelf

[1] Better for sustainability

- Less liner waste, with the thinnest filmic liner currently in the market (23 microns)
- Reduced transportation costs, thanks to more labels on each reel
- PET liner recycling options available

[1] Compared with glassine liner products

Better for label converters

- Excellent registration under various printing conditions and hot foil stamping
- Fast die-cutting, with fewer liner breaks (including complex label shapes)
- Improved lay-flatness, with reduced hang and curl
- Superior embossing characteristics

Product portfolio PET liners

Your favourite products are also available with Avery Dennison PET23 liner technology. It means you can access a complete family of products, including the most popular paper, VIP, film, and wine facestocks.

- Semi-gloss and high-gloss papers
- Direct thermal printing papers
- PPs, PEs and Global MDO
- Wine and spirits specialties

Product portfolio rPET

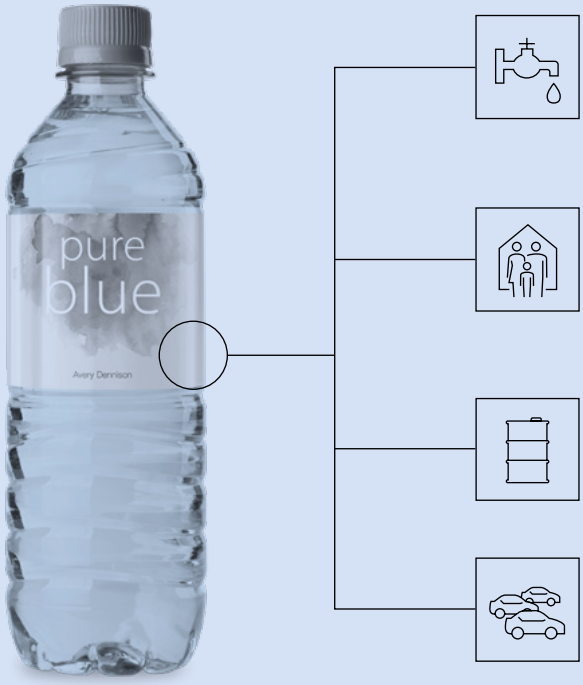
(recycled PET liners)

Now available, rPET23 liner partially made from Post Consumer Waste (PCW) PET bottle flakes. Products in CleanFlake™ and ClearCut™ portfolios are offered with the rPET23 liner.

- **CleanFlake™** Avery Dennison's CleanFlake™ portfolio is provided with the rPET liner, a first attempt towards closed loop recycling! The CleanFlake™ technology for PET packaging labelling applications increases recycling yields and availability of rPET.

- **ClearCut™** AR107 - A high clarity product with ClearCut™ technology is considerably thinner than today's market reference (PP60 with PET30), and offers high speed conversion and dispensing using the thin rPET23 liner.

Using 1 million square meters of our rPET23 liner (30% PCW) in place of virgin PET23 liner, enables users to:



Reduce water usage by

20%

- The equivalent of saving the annual drinking water for 123.9 people[2]

Reduce energy usage by

23%

- The equivalent of saving the annual electricity usage of 17.1 households[2]

Reduce fossil material usage by

30%

- The equivalent of saving 60 barrels of oil[2]

Reduce greenhouse gases by

22%

- The equivalent of taking 6.9 cars off the road for one year[2]

[2] Data Source:
- Proprietary Avery Dennison Greenprint™ Methodology
- Avery Dennison LCI database

Services

PET liner recycling options are available in cooperation with Avery Dennison, please see our website.

Remember that (r)PET liners also offer better thermal stability vs. PP liners, so there is no liner elongation with on-press UV curing stations.

Full technical support is available to ensure a smooth transition to PET liners, and to make sure that you get the application right first time - with all of the accompanying efficiency gains.

Talk to your Avery Dennison sales representative about how (r)PET liners can improve performance with current and future applications.

2019_19138EN