

# CleanFlake™ Portfolio



Enabling the recycling  
of PET containers

Strong, lightweight, transparent and highly versatile, polyethylene terephthalate (PET) plastic is used widely for consumer packaging. Yet one of the traits that makes PET equally valuable to brand owners is its tremendous potential for recyclability. Brands, packaging designers and manufacturers are all seeking PET packaging that supports conventional recycling, especially through clean separation during the sink/float washing process.

## CleanFlake™ Technology

Now, converters are able to offer brand owners a new way to differentiate their products and enhance sustainability. Avery Dennison CleanFlake™ Portfolio of labeling solutions significantly improve the recycled PET (rPET) yield in the recycling process while maintaining the shelf appeal that pressure-sensitive labels are known for. CleanFlake™ technology enables pressure-sensitive label materials to cleanly separate from PET containers during the recycling process, leaving no adhesive residue on the PET flake.

As a plug-and-play solution, compatible with the existing value chain, CleanFlake™ technology provides a simple route to improved recycling of PET bottles, leaving no adhesive residue on the resulting PET flakes. It improves upon existing self-adhesive labels, which limit PET recycling into new food-grade containers due to adhesive contamination. The unique 'switchable' CleanFlake SR3010 adhesive enables clean label separation in a caustic bath, at temperatures down to 70°C, lower than the typical industrial temperature of 85°C<sup>1</sup>.



<sup>1</sup> Performance at washing temperatures below 70°C needs to be evaluated individually per type of PET package and recycling process.

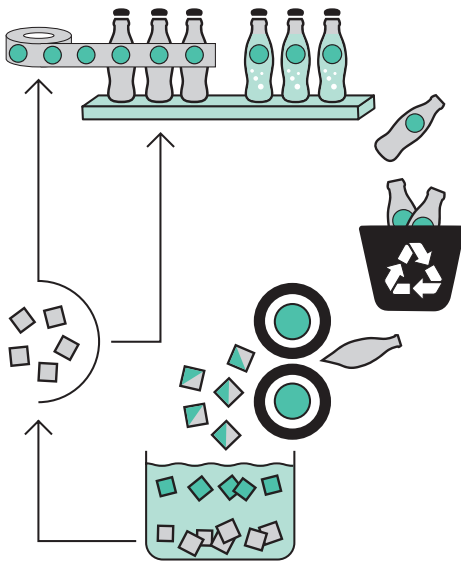
## Product Information

### Key Features

- Allows PET recycling into rPET, reducing fossil fuel usage
- Enables design freedom for self-adhesive labels
- Available with clear and white rigid and semi-conformable films
- Available with rPET liner made from 30% Post Consumer Waste (PCW) content
- Plug & Play solution - compatible with existing value chain and recycling requirements
- Passes the highest form of testing available from international trade associations

### Applications

- PET bottles, trays and thermoforms
- Other types of PET packaging and containers destined for further recycling
- Home care, personal care, food and beverage
- Labelling of pre-blown or freshly blown PET bottles



Up to 100 percent of a PET container can be made using recycled PET (rPET), with no limit to the number of times PET material can be reused in container applications.

### Recycling Guidelines

The Association of Plastic Recyclers (APR) suggests choosing packaging materials that conform with its APR Design™ Guide for Plastics Recyclability, including labels that float in water, inks that don't bleed and adhesives that don't disperse on the PET regrind. In addition to the choice of substrate, APR guidelines can be impacted by the application method, printing process, graphics and the label converting process. It is recommended to test ink systems for suitability with the APR guidelines without negatively impacting the converting and finished label quality

## Product Information

Spec #	Facestock	Adhesive	Liner	Availability
<b>Film</b>				
79129*	1.6 Mil Clear BOPP TC	SR3010	.75 Mil PET	Custom 78"
79127*	1.6 Mil Clear BOPP TC	SR3010	.92 Mil PET	Stock 78"
79128*	2.6 Mil White BOPP NTC	SR3010	.75 Mil PET	Custom 78"
79126*	2.6 Mil White BOPP NTC	SR3010	.92 Mil PET	Stock 78"
B1819	2.4 Mil White BOPP TC	SR3010	.92 Mil PET	EXACT
79991	2.0 Mil Clear BOPP TC	SR3010	.92 Mil PET	EXACT
79980	Global MDO Clear NTC	SR3010	.92 Mil PET	Stock 78"
79981	High Performance FasClear® TC	SR3010	1.2 Mil PET	Stock 78"
<b>Paper</b>				
53946**	54# Semi-Gloss FSC®	SR3020	40#	Custom
53996**	54# Semi-Gloss FSC®	SR3020	.92 Mil PET	Custom
54028**	54# Semi-Gloss FSC®	SR3020	40#TNR	Custom

\*Passes APR Critical Guidance Recognition

\*\*Passes APR Benchmark Test, the highest form of testing available for paper

For more information about how to deliver improved sustainability with outstanding shelf impact, go to [label.averydennison.com/cleanflake](http://label.averydennison.com/cleanflake)



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