

CleanFlake™ portfolio

Product overview

The easy way to support plastics recycling



Recycled PET (rPET) is a valuable and sustainable material - with no limit to how many times it can be used to make new packaging. The challenge lies in eliminating contamination from the recycling stream, and the Avery Dennison CleanFlake™ Portfolio is designed to improve rPET yields while maintaining all-important shelf appeal.

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 meets the design guidelines from the European PET Bottle Platform (EPBP) and from Petcore, which place specific emphasis on raising the output of rPET.

As a plug-and-play solution, compatible with the existing value chain, CleanFlake 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 can limit PET recycling into new food-grade containers due to adhesive contamination. The unique 'switchable' CleanFlake SR3011 adhesive enables clean label separation in a caustic bath, at temperatures down to 70°C, lower than the typical industrial temperature of 85°C (at washing temperatures below 70°C, it is important to evaluate the type of PET packaging, assessing potential adjustments to the recycling process).

Key features

- ▶ Allows PET recycling into rPET, which preserves a valuable raw material
- ▶ Enables design freedom for self-adhesive labels
- ▶ Available with PP Clear ('no label' look) and PP White
- ▶ Available with rPET23 liner made partially from Post Consumer Waste (PCW) PET bottle flakes content; the first attempt towards closed loop recycling!
- ▶ Plug-and-play solution

Application areas

- ▶ Labelling of existing or new PET bottles, PET trays and thermoforms, PET containers and other type of PET packaging aimed to be further recycled.

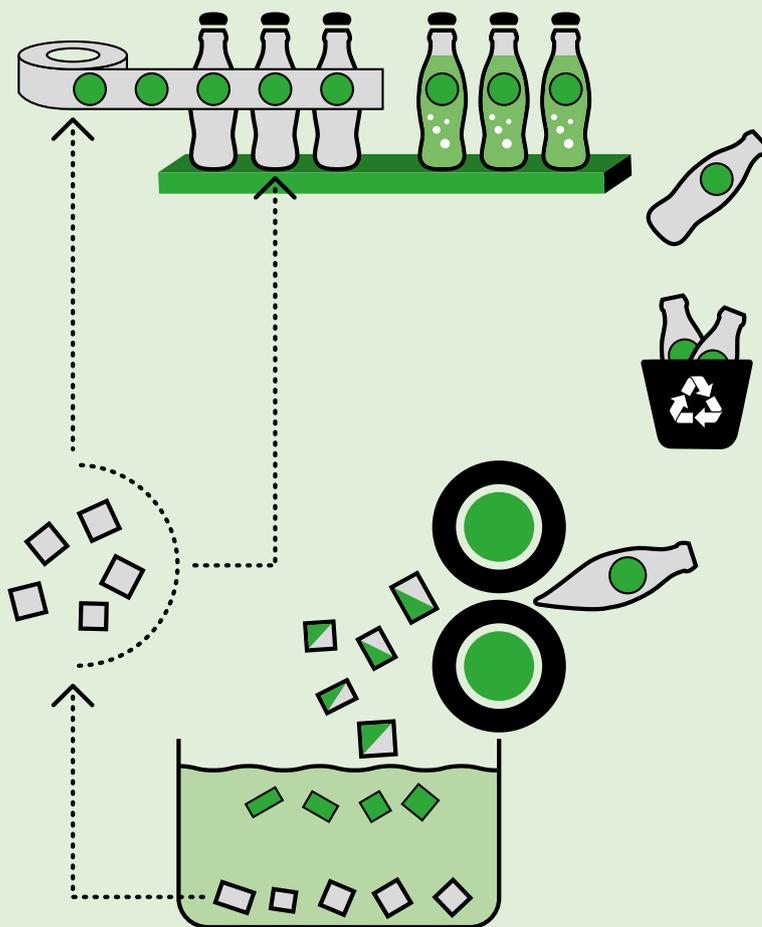
Product information

Code	Product description	Adhesive	Liner
BF557	CleanFlake Clear	SR3011	rPET23
BF558	CleanFlake White	SR3011	rPET23
BN925	CleanFlake Flex Clear	SR3011	rPET23

Conversion information

CleanFlake Flex has been designed specifically to enhance shelf appeal while accommodating the dimensional changes associated with freshly blown and immediately labelled PET bottles and containers. In addition to the choice of substrate, ink systems should be tested for suitability with Design Guidelines, without negatively impacting conversion or finished label quality. 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.

Infographic



For more information on technical performance and printing recommendations, please refer to the respective datasheets. 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.

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