

The 2017 APR Plastics Recycling Showcase

CleanFlake™ Adhesive Technology

Avery Dennison is a global leader in labeling and packaging materials and solutions. Our pressure-sensitive label and packaging materials can be designed and manufactured for any application. We combine creative expertise and engineering with best-in-class automation techniques to produce pressure-sensitive film solutions whose beauty and performance help enhance some of the world's most successful brands.



Our ClearIntent™ Portfolio of products and services promotes sustainability in more ways than one. Choose from among hundreds of facestocks, adhesives and other solutions made with fewer inputs; certified, renewable materials; and performance-enhancing innovations. In all, it's an abundance of solutions that help you make a big impact on the shelf, not on the environment.

Product Description

CleanFlake™ Technology for Paper: An Industry First

Avery Dennison has created the only complete, paper label construction for PET thermoform packaging that passes the Association of Plastic Recyclers Benchmark criteria. Avery Dennison's pressure-sensitive CleanFlake solution, originally launched in 2012, was developed to advance the recycling of polyethylene terephthalate (PET) containers. The CleanFlake portfolio features a water-based, recyclable adhesive, which cleanly separates during the recycling process. The adhesive adheres to the PET bottle or thermoform until the very end of its lifecycle, when the cohesive bond is broken at the recycler in the sink/float process. This allows the facestock and adhesive to cleanly separate from the PET flake resulting in pure PET flakes, the conservation of virgin PET resources, and less landfill waste. In 2016, we introduced an improved adhesive that works with both film and paper to help solve the issue of recycling thermoform containers. The improved adhesive is easier to adopt with less ooze and better convertibility. Available in clear or white BOPP film facestocks and now a 54# semi-gloss FSC paper, CleanFlake is the first complete solution to address PET plastic recycling.

Contact Information

Michael LeRoy michael.leroy@averydennison.com 440.534.6356

Congratulations on being selected for *The 2017 APR Plastics Recycling Showcase!* Your commitment to plastics recycling is greatly appreciated!