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# Avery Dennison promotes plastic circularity and aids in waste reduction

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Avery Dennison Corporation has achieved a significant milestone with their groundbreaking sustainable solution, CleanFlake setting a new industry standard in packaging sustainability. CleanFlake adhesive technology has transformed plastic packaging recycling and gained acknowledgement from the Association of Plastic Recyclers (APR) for improving PET by cleanly removing labels during recycling and enabling HDPE mono-material recycling without interference.

The new and improved CleanFlake now includes a repositioning feature, allowing manual removal of labels from PET substrates within an 8-hour window, which proves particularly useful in cases of misaligned labels in the automated labelling process. This functionality helps prevent wastage of both the bottle and its contents, not only minimising waste but also encouraging effective utilisation of resources.

The latest CleanFlake has also been recognised for meeting or exceeding the voluntary requirements for APR Design for Recyclability. The solution was evaluated using the most stringent, industry-accepted criteria that encompass a wide range of design features affecting plastics recycling.

CleanFlake is available with face stocks and liners that contain recycled materials or are made using fewer resources, providing a fully sustainable label construction, and showcasing the company's commitment to driving sustainability practices forward while maintaining high-performance standards.

CleanFlake seamlessly integrates with the current value chain, requiring no additional investment to transition from traditional labels.