

Making Colgate Smile

By combining excellent performance with greater PET recyclability, our CleanFlake™ materials fulfill sustainable visions and are helping to build the circular economy for plastics.





The Challenge

Colgate-Palmolive set the ambitious sustainability target of making all of its packaging recyclable, reusable or compostable by 2025. Our groundbreaking Avery Dennison CleanFlake materials make PET packaging more recyclable by ensuring that both label and adhesive separate cleanly from the package during the recycling process. The question: Could CleanFlake perform well on Colgate-Palmolive's wide range of products of different shapes and sizes? With the help of our technical team, we set out to show that it could.

The Solution

We first demonstrated CleanFlake's capabilities when Colgate chose it as the label solution for its Smile for Good mouthwash marketed in Australia and New Zealand. Smile for Good products combine natural basic ingredients with recyclable packaging. Based on the success of the Smile for Good application, Colgate's confidence in CleanFlake resulted in the continuation of qualifying it for the launch of its new range of Plax mouthwash produced in Thailand.

Colgate has now launched the CleanFlake labels for a number of different products with a range of bottle shapes and sizes. This includes its range of Palmolive personal-care products. Until that point, Colgate had been mostly using polyethylene (PE) and Global Co-ex (GCX) labels for their bottles. PE and GCX are thicker and more conformable. Could CleanFlake—which is available with polypropylene (PP) and Flex+ facestocks — offer comparable performance to those thicker conformable labels, while also delivering its signature recyclability?

The answer was an unqualified yes. In search of a suitable label application, CleanFlake was offered with PP and Flex+ label facestocks, where Flex+ is targeted for more challenging applications requiring more conformable labels. During qualification, our technical experts worked with Colgate's converter to troubleshoot any issues, including potential wrinkling caused by our CleanFlake material's slightly thinner design.






The Results

Colgate is now able to market a more circular and therefore more sustainable package. In addition to complying with the Association of Plastics Recyclers (APR guidelines) CleanFlake delivers excellent performance and shelf appeal while making packaging more recyclable and helping to increase the quality and volumes of recycled PET (rPET), giving a needed boost to the region's circular plastics economy.

“To drive the sustainability journey toward our ambition of eliminating plastic waste, we need to shift toward a circular economy, designing packaging that can be used as recyclable feedstocks in the value chain for other products. But this ambitious goal cannot be achieved alone but through strong collaboration and partnership with other companies. Our collaboration with Avery Dennison, the partner of choice on the CleanFlake™ washable adhesive label has allowed this important initiative to be implemented successfully in Thailand and China”, says Sarawut Udomwiriyaaree, Senior Packaging Manager - Colgate-Palmolive, Greater Indochina Hub.

CleanFlake can work for you, too.

Let us show you how. Contact your Avery Dennison sales representative or visit label.averydennison.com

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