

Avery Dennison
Label and Packaging Materials
Product Overview

Asia Pacific - SSA
July 2021

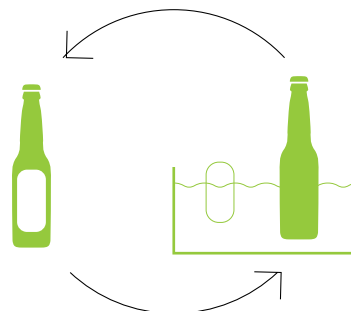
Glass Recycling



Clear recycling targets for packaging material are set by the European Union, including glass. It means renewed efforts to make packaging more recyclable or reusable - meeting both legislative requirements and customer demand.

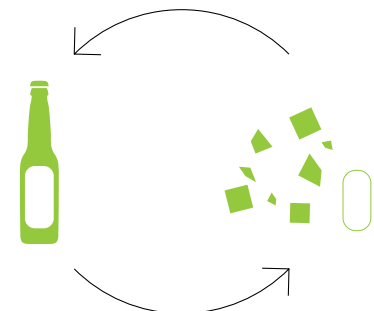
Avery Dennison self-adhesive technologies support more effective recycling of both oneway and returnable glass bottles - offering an easy way to meet targets set by legislators and brand owners.

**Returnable glass packaging:
Wash-off**



Labelling of returnable glass bottles and packaging, such as beer and water bottles.

**One way glass packaging:
Glass Recycling**



Labelling of one-way glass bottles and packaging, such as wine bottles and vegetable jars - to be collected via local glass recycling containers and bins.

Wash-off

Returnable bottles demand labelling that stays firmly in place during use, and which can be removed easily after return to enable reuse of the bottles.

Wash-off label technology is suitable for all returnable glass bottles, using an innovative dual layer construction and a unique adhesive.

The label detaches easily from the bottle in a conventional bottle washer, making Wash-off the portfolio of choice for beverage manufacturers who need a reliable clear-on-clear 'no label' look for returnable bottles.

Key features

- Facilitates easy label removal in a conventional bottle washer
- No adhesive residues on bottle or in washer
- No contamination of the washing water - adhesive and inks remain on the label
- A clear-on-clear label material that is not affected by humid environments
- Labels remain firmly in place at point of sale, and with the consumer
- Supports complex shapes and neck labels
- Compatible with a wide variety of printing techniques including letterpress, flexo and gravure

How it works

The Wash-off facestock contains two film layers that expand at different rates in a hot washer. This makes the label curl for easy removal.

Both the adhesive and the inks remain on the label, reducing contamination of the water in the bottle washer.

The material can be supplied either ready for the converter to overlaminate or as a complete construction with an over-lamination layer already in place.

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• A1362	PP30 TOP CLEAR W7600 PET23	24000	1000	Indent
• A1363	PP50 TOP CLEAR W7600 PET23	2000	1000	Indent

• Sustainable Advantage Products

Glass Recycling

Glass packaging is endlessly recyclable, but the challenge lies in removing self-adhesive labels cleanly. Residual labels in the recycling process impacts both the quality and availability of recycled glass.

Inadequate labelling technology results in up to 74% of unwanted material entering the recycling stream. Avery Dennison offers a self-adhesive solution that almost entirely eliminates label contamination in the glass recycling process, by separating cleanly from the glass cullets.

Key features

- Clean separation of self-adhesive label from glass particles, enabling a clean glass recycling process
- Excellent facestock clarity for 'no-label' look designs
- Labels remain firmly in place at point of sale, and with the consumer
- Compatible with a wide variety of printing techniques including letterpress, flexo and gravure

How it works




The Avery Dennison Glass Recycling portfolio uses a unique GRX1 adhesive which 'switches off' during the glass bottle recycling process, to facilitate clean separation of the label from the glass cullets. Label fragment contamination drops to just 2% of the original label material (versus up to 74%), resulting in increased recycled glass quality and less material downcycled or going to landfill.

Product information

Code	Description	MOQ (m ²)	Width (mm)	Location
• AY834	PP50 TOP CLEAR GRX1 rPET23	2000	1000	Indent

• Sustainable Advantage Products

Find more sustainable label solutions at label.averydennison.com

Connect with us on:   



DISCLAIMER – All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.averydennison.com>. © 2021 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its contents and product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part of purposes other than marketing by Avery Dennison.