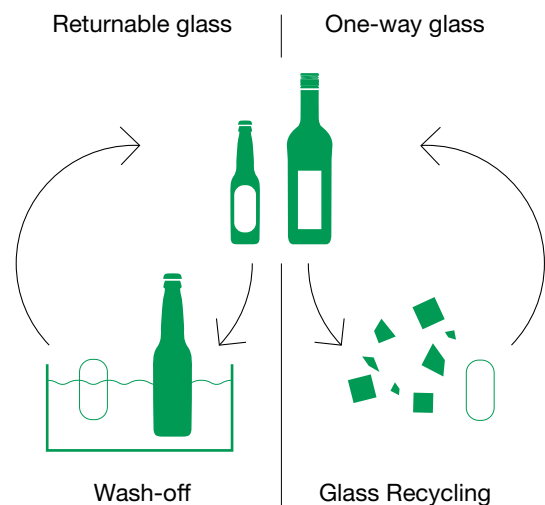


# Labelling for recycling & reuse of glass packaging



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 one-way and returnable glass bottles - offering an easy way to meet targets, set by legislators and brand owners.

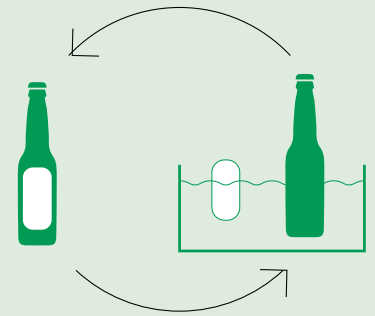


# Returnable glass packaging: Avery Dennison Wash-off

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 Benefits

- ▶ 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

## Wash-off application areas

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

## 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.

## Product information

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

<u>Code</u>	<u>Face Description</u>	<u>Adhesive</u>	<u>Liner</u>
Over-lamination done by label converter allowing sub-surface printing			
AI362*	PP30 TOP CLEAR	W7600	PET23
AI363**	PP50 TOP CLEAR	W7600	PET23
Complete construction including PET19 over-lam, suitable for surface printing			
AI431*	PET19/PP30 TOP CLEAR	W7600	PET23
AI430**	PET19/PP50 TOP CLEAR	W7600	PET23

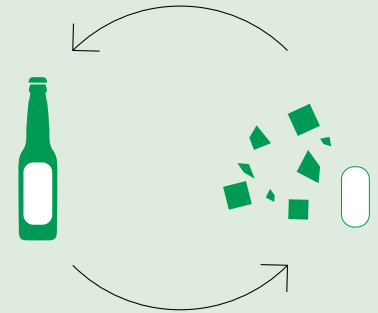
\* Recommended for bottle neck labelling

\*\* Recommended for bottle body labelling

# One way glass packaging: Avery Dennison 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 Benefits

- ▶ 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

## Glass Recycling application areas

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.

## 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

<u>Code</u>	<u>Face Description</u>	<u>Adhesive</u>	<u>Liner</u>
AY834	PP50 TOP CLEAR	GRX1	rPET23

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](http://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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