



March 3<sup>rd</sup>, 2022

The Technical Committee of the European PET Bottle Platform (EPBP) was requested to evaluate the effect of Avery Dennison CleanFlake™ clear and white polypropylene label material on the quality of recycled PET.

The two label material options are:

- CleanFlake Clear -S7000ER/S7400ER
- CleanFlake White -S7000ER/S7400ER

The Avery Dennison CleanFlake™ label options and adhesive are designed to be fully removable from PET flakes during the PET recycle process.

This EPBP opinion is valid only where non-bleeding inks are used<sup>1</sup> in conjunction with the Avery Dennison CleanFlake™ labels S7000ER/S7400ER in clear and white.

Data supplied from tests carried out conforming to the EPBP testing protocol<sup>2</sup> demonstrated minimal impact on the color and properties of the resulting rPET.

Based on the assessment's outcome EPBP awards an endorsement to the Avery Dennison CleanFlake™ labels S7000ER/S7400ER in clear and white under the following conditions:

- A maximum market penetration of 10%
- The inks must:
  - be non-bleeding
  - have high chemical resistance
  - have low migration
- During printing, care must be taken to ensure that the final (print + label + adhesive layer) has a density of <math><1 \text{ g/cm}^2</math>.
- The label substrate or the printing ink are not metallized.
- As this endorsement letter is not inclusive of all the technical details in the EPBP design guidelines which must always be followed

<sup>1</sup> [http://www.plasticsrecycling.org/images/pdf/PET-Resins/Tests-for-PET-Innovators/apr\\_pet\\_bleeding\\_label\\_test.pdf](http://www.plasticsrecycling.org/images/pdf/PET-Resins/Tests-for-PET-Innovators/apr_pet_bleeding_label_test.pdf)

<sup>2</sup> February 2010



With prior notice to Avery Dennison, the EPBP reserves the right to update and change the conditions of this technical opinion at any time in accordance with the most recent technologies, assessments and experience.

*The European PET Bottles Platform EPBP is a voluntary industry initiative that provides PET bottle design guidelines for recycling, evaluates bottle packaging solutions and technologies, and facilitates understanding of the effects of new PET bottles innovations on recycling process. The EPBP initiative fully supports the economic and Environmental sustainability of the European PET value chain.*

<sup>1</sup> [http://www.plasticsrecycling.org/images/pdf/PET-Resins/Tests-for-PET-Innovators/apr\\_pet\\_bleeding\\_label\\_test.pdf](http://www.plasticsrecycling.org/images/pdf/PET-Resins/Tests-for-PET-Innovators/apr_pet_bleeding_label_test.pdf)

<sup>2</sup> February 2010