

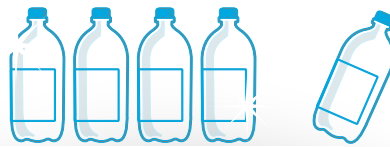


# Avery Dennison Cleanflake™ portfolio Purpose-built for the pet recycling stream

The result is

**100%  
RECYCLED**

food-grade quality  
PET flake that can be  
**remanufactured into  
new bottles.**



Demand continues to

**RISE**

for pet, a **100%  
recyclable plastic.**



**More high quality rPET** in  
the supply stream can help  
**reduce recycling costs.**



**CLEANFLAKE™ PORTFOLIO WITH SR3011**

Helps to:



**Save  
Energy**



**Reduce  
Emissions**



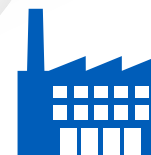
**Boost  
Sustainability**

**PET reclaimers** are  
being challenged to  
produce high-quality PET.



**SR3011**

is the world's first adhesive that  
**SWITCHES OFF**  
during washing so the label **cleanly  
separates** from the plastic.



**1.3 BILLION  
BOTTLES\***

are **wasted** in the recycling process  
every year largely due to **incompatible  
label materials**

\*estimated

**SEE THE DIFFERENCE ON THE SHELF – AND IN THE WORLD.**

for more information, go to [label.averydennison.eu](http://label.averydennison.eu)  
or email [beverageteam@eu.averydennison.com](mailto:beverageteam@eu.averydennison.com)

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