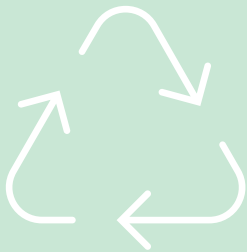


# The strategic role of pressure-sensitive labels in PET & HDPE recycling

Maximize circular packaging with the right self-adhesive label. Mechanically recycled PET and HDPE cut emissions by over 70%, saving 1.4 kg of carbon per kg of recycled PET and 1.9 kg per kg of recycled HDPE.

Explore how pressure-sensitive labels are key to boosting recyclability and driving a sustainable, circular economy.

## Understanding how recycling works



### PET recycling: Detaching labels, enabling circularity

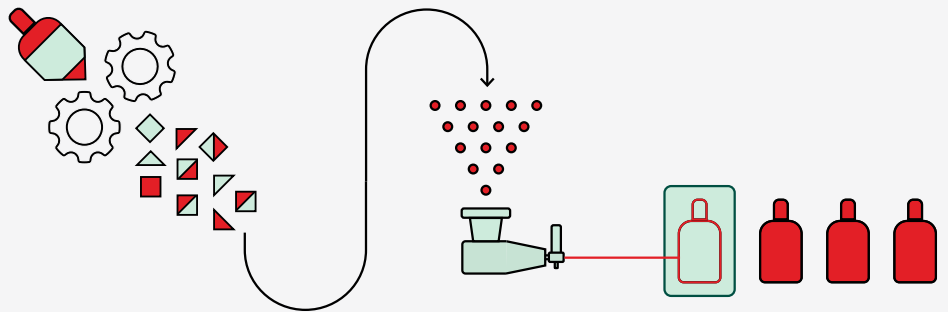
- Effective PET recycling relies on labels cleanly detaching and floating in the "sink-float" separation.
- Traditional permanent adhesives and paper facestocks leave residue and clog machines.
- Novel "clean release" adhesive technology enables labels to detach cleanly, improving rPET quality.
- APR, RecyClass, and other bodies recognize labels using "clean release" adhesive solutions as compatible with PET recycling.

### HDPE Recycling: Two streams, one goal—Circularity

HDPE recycling operates through two primary streams: colored and natural (white).

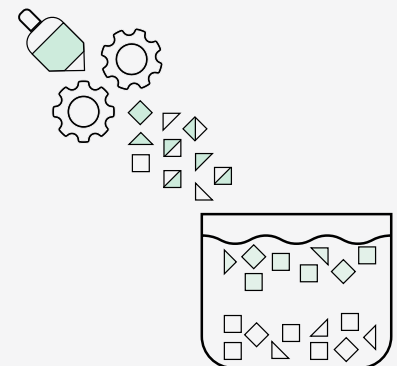
## Colored HDPT recycling (70-80%)

- HDPE flakes are ground and melted, incorporating labels and adhesives into the final recyclate material
- Pressure-sensitive label solutions ensure compatibility and support effective rigid HDPE recycling.
- Advanced recycling methods also allow for bottle-to-bottle colored HDPE recycling.



## Natural (white) HDPT recycling

- rHDPE bottle-to-bottle grade relies on natural HDPE recycling.
- Studies show that labels with novel "clean release" adhesives fully release from HDPE during standard recycling, with mechanical friction aiding label release.
- Pressure-sensitive labels using novel "clean release" adhesive solutions are recognized by APR, RecyClass and other bodies as compatible with HDPE recycling.



### How can pressure-sensitive labels make packaging circular?

A newly released white paper, "Pressure-sensitive labels and their role in making packaging circular," explores how brands, packaging decision-makers, and recyclers can make packaging circular.

Download our white paper at [makingpackagingcircular.com](https://www.makingpackagingcircular.com)



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