



Avery Dennison CleanFlake™

AT101

PP40 Top Clear - SR3010 - PET23

**A polypropylene film
with excellent clarity
combined with a
dedicated adhesive to
enable PET bottle
recycling**

Key features

Enables PET Bottle-to-Bottle recycling increasing the rPET supply and reducing rPET resin cost:

- > No adhesive residues on the PET flake, nor in the washing bath during recycling
- > “Plug & Play” solution, compatible with the existing value chain
- > Approved by governing bodies in The USA and Europe

Exhibits all the advantages of pressure-sensitive labeling:

- > Enhances premium brand image through “No Label Look” decoration
- > Supports complex label shapes
- > Increases productivity and improves efficiency

Facestock

A clear bi-axially oriented, polypropylene film with a print-receptive topcoat.

Basis Weight	36 g/m ²	ISO 536
Caliper	0.040 mm	ISO 534

Adhesive

SR3010 is a clear permanent acrylic adhesive.

Liner

A clear polyester liner giving optimum smoothness to the adhesive layer.

Basis Weight	32 g/m ²	ISO 536
Caliper	0.023 mm	ISO 534

Laminate

Total caliper 0.079 mm ±10%

Performance data

Initial tack	600 N/m	FTM 9 PET
Peel Adhes. 90°	200 N/m	FTM 2 PET
Min. appl. temp.	-5 °C	
Service temp.	-20 °C → +80 °C	

Adhesive Performance

Fasson® SR3010 is an EBA/RCA (Environmentally Benign/Recycling Compatible) adhesive designed for labeling of PET bottles. SR3010 adheres to the PET bottle until the very end of its life cycle where the cohesive bond is broken at the recycler in the sink/float process, allowing the facestock and adhesive to cleanly separate from the PET flake. No residual adhesive remains on the PET flake which could contaminate, discolor or otherwise diminish the rPet value. This new proprietary adhesive exhibits excellent converting and dispensing characteristics. The SR3010 complies with the FDA 175.105 directives and legislations for indirect food contact.

Applications and use

Applications are predominantly in beverage market segments where PET bottles/containers are used.

Conversion/printing

The modified acrylic based topcoating can be printed by conventional printing techniques including flexo, screen, offset, letterpress, silkscreen, gravure, and hot or cold foiling processes. The topcoat is designed for optimum ink adhesion. On-press corona treatment is not advised. The face material is suitable for Thermal Transfer printing. Exact inks, foils and ribbons should be specified by your ink/foil/ribbon supplier. It is recommended to request inks which exhibit high chemical resistance, low migration and food grade. During printing care should be taken to ensure optimal performance in the recycling process: the final (print+label+adhesive) layer should have the total density <1.

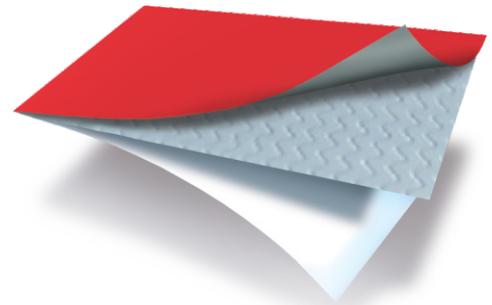
Shelf life

One year when stored at 22°C / 50% R.H.

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Europe

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Warranty

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