

APR-recognized **wash-off** film labels

Sustainable solutions enabling plastic recycling



UPM RAFLATAC
Labeling a smarter future.

Support the circular economy with wash-off labeling solutions

As the global drive to reduce plastic waste continues to gain speed, more and more packaging companies are looking for new and innovative solutions to maximize the recyclability of PET containers.



Our strong commitment to sustainability and a truly circular economy has inspired us to develop RW85C – a uniquely formulated adhesive that helps create the ultimate wash-off labeling solution for PET containers in the food, beverage, home care, and personal care industries. When paired with polypropylene film label face materials, RW85C increases the yield of recycled PET flakes by allowing them to be efficiently recovered during the recycling process. For even greater sustainability, several of our RW85C products are constructed with a 90% post-consumer recycled content PET liner.

How does RW85C work?

Unlike traditional label materials, labels constructed with RW85C's unique wash-off formulation separate cleanly from containers during common PET recycling processes. The polypropylene labels float while the denser PET flakes sink – allowing more of these valuable flakes to be recovered without contamination and converted into new PET packaging materials, reducing waste and improving the plastic recycling process.

Recognized by APR

The Association of Plastic Recyclers (APR) has recognized our range of RW85C wash-off film labels as exceeding their strict set of standards for recyclable label products on PET packaging.



See RW85C wash-off
adhesive in action

PP Clear TC works seamlessly with high-clarity RW85C adhesive for a sustainable no-label look.

PP Pearlescent White TC offers a bright white label face that provides a perfect canvas for standout label designs.

PP Silver Metalized TC has an eye-catching metalized finish for superior shelf appeal.

Our RW85C wash-off film labels constructed with a 90% post-consumer recycled content PET liner are ideal for labeling a variety of recyclable PET containers in the beverage, food, home care, and personal care markets.



KEY FEATURES

- Wash-off label solution for PET container recycling
- Designed to increase the yield of recycled PET flakes
- Available with clear, white, and metalized film face materials
- Recognized by the Association of Plastic Recyclers (APR)
- Available with 90% post-consumer recycled content PET liner



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