

AD CleanFlake™ Technology Portfolio

The next-generation film label for rigid packaging, with recyclability built in.



We're proud to introduce our next-generation solution for film labels: AD CleanFlake™ Technology. AD CleanFlake builds on our foundation of adhesives and CleanFlake products to offer uncompromised, outstanding performance along with recyclability for more kinds of rigid plastic packaging. Simplify your operations, reduce costs, fill orders faster, and meet sustainability goals—all by stocking a single solution that meets all of your film-label needs.

Designed for performance first.

AD CleanFlake offers outstanding performance on adhesion, clarity and conversion. It also offers excellent repositionability and the outstanding shelf appeal you expect from Avery Dennison materials, without ooze or water whitening.

A powerful way to meet sustainability goals.

We've made labeling more sustainably an easy choice by pairing performance with recyclability. AD CleanFlake is designed for use with HDPE and PET packages for food, beverages, home and personal care, and more. It helps brands meet sustainability targets, comply with regulations, and advance circularity by increasing the availability of recycled plastic. Recognized by EPBP, APR, and RecyClass, AD CleanFlake is part of our Sustainable ADvantage portfolio, the benchmark for innovation, sustainability and regenerative design.

Key Features

- Outstanding performance for any film label application on PP, HDPE, PET and glass.
- Enables recycling of a wide range of PET and HDPE packaging.
- Recognized by EPBP and APR for PET recycling; Recognized by APR and RecyClass for colored HDPE recycling
- No adhesive ooze; excellent print quality
- Makes it possible to stock a single, high-performing film label for virtually any application.

Applications

- Food
- Beverage
- Home care
- Personal care



Spec#	Description
Adhesives: S7400ER	
Rigid Films	
B7778	.7M Clear BOPP NTC/S7400ER/.92M PET
B7351	1.6M Clear BOPP TC/S7400ER/.92M PET
B7776	1.6M Clear BOPP NTC/S7400ER/.75M PET
B7775	1.6M Clear BOPP NTC/S7400ER/.92M PET
B7774	1.6M Clear BOPP TC/S7400ER/.75M PET
B7781	2M Clear BOPP TC/S7400ER/0.92M PET
B7780	2M Clear BOPP TC/S7400ER/1.2M PET
B7739	2M Clear BOPP NTC/S7400ER/.92M PET
B7779	2M Clear BOPP TC/S7400ER/.92M 30% rPET
B7738	2M Metallized BOPP TC/S7400ER/.92M PET
B7755	2M Metallized BOPP TC/S7400ER/1.2M PET
B7773	2.4M White BOPP TC/S7400ER/0.92M PET
B7771	2.4M White BOPP TC/S7400ER/1.2M PET
B7782	2.6M White BOPP NTC/S7400ER/.92M PET
B7783	2.6M White BOPP NTC/S7400ER/.75M PET
B7784	2.4M White BOPP TC/S7400ER/.92M 30% rPET
B7785	2.4M White BOPP NTC/S7400ER/.92M PET

Spec#	Description
Adhesives: S7000ER	
Rigid Films	
B7754	1.6M Clear BOPP TC/S7000ER/.92 PET
B7737	1.6M Clear BOPP/S7000ER/.92M 30% rPET
B7766	1.6M Metallized BOPPTC/S7000ER/.92M PET
B7753*	2M White BOPP TC/S7000ER/40#BG
B7744	2M Clear BOPP TC/S7000ER/1.2M PET
B7746	2M Clear BOPP ITC/S7000ER/1.2M PET
B7745	2M Clear BOPP ITC/S7000ER/40#BG
B7350	2M Clear BOPP TC/S7000ER/1.2M PET
B7348	2M Clear BOPP TC/S7000ER/40#BG
NEW C3267	2M CAV White BOPP/S7000ER/1.2M PET
B7741*	2M White BOPP TC/S7000ER/.92M PET
B7767	2M Metallized BOPP ITC/S7000ER/1.2M PET
B7764	2M Metallized BOPP TC/S7000ER/1.2M PET
B7740*	2M White BOPP TC/S7000ER/1.2M PET
B7752	2.4M White BOPP ITC/S7000ER/1.2M PET
B7751	2.4M White BOPP ITC/S7000ER/40#BG
B7750	2.4M White BOPP TC/S7000ER/.92M PET
B7655	2.4M White BOPP TC/S7000ER/1.2M PET
B7729	2.4M White BOPP TC/S7000ER/40#BG
B7748	2.4M White BOPP TC/S7000ER/40#BG
B7747	2.4M White BOPP/S7000ER/.92M 30%rPET
Conformable Films	
B7656	Global MDO NG Clear/S7000ER/PET23
B7657	Global MDO NG White/S7000ER/PET23
B7735*	High Performance PRIMAX TC/S7000ER/1.2M
B8019	High Performance FASCLEAR TC/S7000ER/1.2M

*Recognized for HDPE Recycling only

Spec#	Description
Adhesives: S692N-ER	
Rigid Films	
B7818	2M Clear BOPP ITC/S692N-ER/40#BG
B7349	2M Clear BOPP TC/S692N-ER/1.2M PET
B7812	2M Clear BOPP TC/S692N-ER/1M PET NCT
B7347	2M Clear BOPP TC/S692N-ER/40#BG
^{NEW} C3645	2M CAV White BOPP/S692N-ER/1.2M PET
B7763	2M Metallized BOPP TC/S692N-ER/1.2M PET
B7768	2M Metallized BOPP TC/S692N-ER/92M PET
B7761*	2.3M White BOPP TC/S692N-ER/1.2M PET
B7760*	2.3M White BOPP TC/S692N-ER/40#BG
B7759	2.4M White BOPP ITC/S692N-ER/40#BG
B7758	2.4M White BOPP TC/S692N-ER/1.2M PET
B7757	2.4M White BOPP TC/S692N-ER/1.5M
B7756	2.4M White BOPP TC/S692N-ER/40#BG
B7817	2.4M White BOPP NTC/S692N-ER/40#BG
B7828	2.6M White BOPP ITC/S692N-ER/1.2M PET
B7827	2.6M White BOPP ITC/S692N-ER/40#BG
B7693	2.6M White BOPP TC/S692N-ER/1.2M PET
B7825	2.6M White BOPP TC/S692N-ER/1.5M PET
B7816	2.6M White BOPP TC/S692N-ER/40#BG
B7815	2.6M White BOPP NTC/S692N-ER/40#BG

Spec#	Description
Adhesives: S692N-ER	
Conformable Films	
B7804	3.0M Clear MDO/S692N-ER/1.2M PET
B7803	3.0M Clear MDO/S692N-ER/40#BG
B7801*	3.0M White MDO/S692N-ER/1.2M PET
B7800*	3.0M White MDO/S692N-ER/40#BG
B7799*	3.0M White MDO/S692N-ER/44#PK
B7797	Global COEX Clear NTC/S692N-ER/PET30
B7798	Global COEX Clear NTC/S692N-ER/PET30
B7796	Global COEX Clear TC/S692N-ER/PET30
B8022*	Global COEX White TC/S692N-ER/PET30
B7794*	Global COEX White/S692N-ER/PET30
B7789	PE85 Clear NTC/S692N-ER/1.2M PET

*Recognized for HDPE Recycling only

Get the first adhesive for film labels that does it all.
For more information about next-generation
AD CleanFlake™ Technology, visit

label.averydennison.com/CleanFlake

label.averydennison.com

A389956 10/2025

All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison products are sold subject to Avery Dennison's general terms and conditions of sale found at label.averydennison.com/en/home/terms-and-conditions.html.

© 2025 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.



MAKING POSSIBLE™