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PRESSURE-SENSITIVE ADHESIVES ENABLING RECYCLING FOR PET AND HDPE

ABSTRACT

Recyclability is no longer optional – it's a core requirement for sustainable packaging. Under PPWR, the European Union has set high stakes for use of recycled plastic material in packaging from 2030 onwards. To meet these targets, current packaging needs to be re-designed to satisfy the market need for high-quality re-granulate.

Across Europe, recycling certifications have become the trusted benchmark for assessing packaging recyclability. In our presentation, we will illuminate the regulatory landscape for HDPE and PET recycling and the respective markets behind this. By comparing different certification schemes for PET and HDPE packaging and their technical requirements for technology approval, we will provide more clarity in pressure-sensitive labels for plastic recycling.

In separate case studies, we explore how water-based pressure-sensitive adhesives from our PLEXTOL™ RECYCLEAR™ product line bridge the gap from reliable label adhesion on PET and HDPE containers during use to clean label removal during recycling, preventing contamination and supporting the production of high-quality recycled plastics.

This is essential for meeting EPR targets, reducing environmental impact, and delivering packaging solutions that work for today and tomorrow.