100% RECYCLABLE SHRINK SLEEVE BOTTLES

With Siegwerk’s inks and coatings solutions for recyclable packaging.

As brands owners set ever more ambitious sustainability pledges, many beverage brands aim to have a 100% recyclable setup for the bottle, any label and the cap. And some intend to use only bottles with 100% recycled PET (rPET). However, rPET availability is limited as bottle-to-bottle recycling is not fully developed yet. Siegwerk’s washable shrink sleeve solutions can assist in increasing the rPET volume and enabling 100% circularity.

A switch from non-recyclable labels and sleeves such as PETg to cPET sleeves can help to avoid material losses during PET recycling due to contamination with unsuitable plastic material. Additionally, de-inking of cPET keeps the sleeve material in the rPET cycle to increase the yield of food contact grade rPET.

Siegwerk’s proprietary deinking primer technology makes all this possible.

By utilizing the de-inking primer, shrink sleeves no longer need to be removed from the bottle prior to the hot washing. Instead, the sleeve can be left on and the ink is easily washed off in the hot washing step, leaving food contact grade rPET to be used for creating new beverage bottles.

More high-quality rPET is generated by this process and made available to brand owners to meet their ambitious packaging sustainability targets.