

Establishment of Sustainable Pressure Sensitive Label

“RecTack” Technology

— Further Reduction of CO₂ Emissions through Upcycling —

Labels used on PET bottles are generally sorted and collected at recycling plants. When PET bottles with labels still attached are collected, the labels are removed during the sorting and washing process. While these labels are primarily utilized through thermal recycling, there is a need to further reduce CO₂ emissions and make effective use of resources through upcycling as part of global warming countermeasures.

■ Features of RecTack

- Uses an adhesive that allows easy peeling by hand with no residue
- During the alkaline washing process, the ink is de-inked, leaving the base material colorless and transparent *
Even if the label remains attached to the PET bottle during recycling, it does not hinder the PET recycling process
- The label material is designed with a polyester film and adhesive, which can be mixed with PET flakes and recycled resin pellets without affecting the quality
- Advanced upcycling technology for future CO₂ emission reductions

*Recycling Process Suitability Evaluation:

The evaluation was commissioned to the Japan Chemical Innovation and Inspection Institute (JCII) based on industry association standards.

The results showed no difference in quality properties with or without RecTack labels.

■ Commercialization

Through collaboration with Iwatani Corporation, which sympathized with our initiative, RecTack was evaluated, verified, and adopted for the label of the water server product “Pure Hawaiian 3 Gallons” manufactured and sold by TOELL Co., Ltd. (Switching started sequentially from April 2024).



For more details please visit TOELL Co., Ltd. web site:

<https://www.hawaiewater.co.jp/phw/>

*Only available in Japanese language

Through label upcycling, we aim to create a world where “Label to Bottle” recycling is possible. The Fuji Seal Group is committed to contributing to a realization of a sustainable society through packaging, together with all stakeholders.

[Reference]

■ Specifications of RecTack

