

## **Water-based acrylic PSAs for low temperature wash-off labels**

**Dr. Katja Greiner**

Synthomer introduces a new range of water-based acrylic PSAs for PET bottle labeling, designed to meet European PET bottle recycling standards.

These adhesives enable low-temperature wash-off during recycling, ensuring efficient removal without leaving residues, which is crucial for maintaining the purity of recycled PET. They provide clean wash water, preventing contamination of the PET material. Engineered for strong anchorage to substrates like BOPP and PET foil, these PSAs also offer excellent water resistance and balanced peel and tack properties. Their design ensures strong initial adhesion while allowing easy removal, supporting both label integrity and energy-efficient recycling, reducing environmental impact.