

Press Release:

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Beardow Adams develops new eco-friendly, semi-pressure sensitive labelling adhesive

Beardow Adams has developed a new adhesive for labelling, that supports the move towards greater sustainability in the packaging and labelling sectors.

The new adhesive, BAM 2537, allows returned bottles to be washed in a caustic solution, separating them from their labels, as well as the adhesive, before being returned to the market. This reuse loop can take place between ten to fifteen times, before the bottle is fully recycled – drastically, helping to reduce the number of single-use plastics in use today.

The innovative semi-pressure sensitive formulation, BAM 2537 works on all types of containers, but especially with highly carbonated bottles as it provides a more aggressive bond, resistant of the stresses caused by the expansion of PET bottles under pressure.

Its residual tack also allows labels to be pressed back into the desired position should the label peel away, satisfying both, manufacturers who need to protect their brands, and end-users who benefit. The adhesive is suitable for low- and high-speed running machines (an average of 26,000 bottles per hour), and easily produces the required adhesion between PET-label and PET-bottle.

Fully aligned with the growing introduction of deposit return schemes, BAM 2537 is approved by circular economy bodies, Returpack and PETCycle, and forms part of an eco-friendly range of adhesives from Beardow Adams that also includes bio-based, vegan friendly, and pallet stabilisation adhesives.

BAM 2537 is also FDA approved, allowing it to be used in the manufacturing of food and drink labelling and packaging.

If you would like more information regarding our semi pressure sensitive labelling adhesive, please contact marketing@beardowadams.com

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Company Information:

Beardow Adams is a market leading, privately owned adhesive manufacturer, head quartered in Milton Keynes, UK. The global adhesive manufacturer and supplier has six plants and eight sales offices across the UK, US, Brazil, Germany, Spain, Sweden, Colombia, and Singapore - with a total global manufacturing capacity in excess of 140kt/pa.

Our adhesives are present across the world in millions of everyday items that help to make the end user's application easier, more efficient and of a better quality. We aim to be best in class, knowledge leaders with technologically advanced products. Our sales presence is represented in 72 countries, to over 20,000 end user applications.

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