



## SHRINK SLEEVES

# DEINKING SOLUTIONS FOR SHRINK SLEEVES

## Enabling True Bottle-to-Bottle Recycling

### THE CHALLENGE

PET bottles are 100% recyclable, but traditional shrink sleeve labels can contaminate the recycling stream.

Ink bleeding can discolor PET flakes

Labels and adhesives can reduce recyclate quality

Poor separation limits circularity

**RESULT:** Lower-quality rPET and reduced sustainability performance.

### THE SOLUTION: DEINKING TECHNOLOGY

Deinking enables clean separation of ink, label, and PET, supporting high-quality recycling.

#### HOW IT WORKS

1. Bottles are shredded into flakes
2. Flakes enter a hot caustic wash
3. Ink separates from the label
4. Ink settles and is filtered out
5. Clean PET is recovered for reuse

### RECYCLING MATTERS

#### Drive Circularity

Enables true bottle-to-bottle recycling

Reduces reliance on virgin plastic

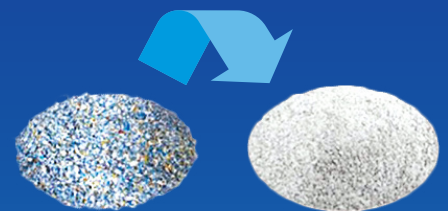
#### Protect Quality

Maintains clarity and performance of rPET

#### Support Sustainability Goals

Reduces greenhouse gas emissions

Aligns with EPR + recyclability requirements



#### RESULT:

- ✓ No ink bleeding into wash water
- ✓ No discoloration of PET
- ✓ Supports closed-loop recycling



## MATERIALS MATTER

### Most Recyclable Structures:

- **cPET** + washable inks  
→ recycle together
- **PO film** + retentive inks  
→ clean separation

Designed for APR-recognized recycling streams

## KEY TECHNOLOGIES

### WASHABLE (DEINKING) INK SYSTEMS

Ink is removed during washing

Ideal for cPET shrink sleeves

Ink sediments and is filtered out

### DEINKING PRIMERS

Cold foil

Specialized primer layer enables fast ink release

Maintains ink durability during use

Activates only during recycling process

### BENEFITS:

Reliable and consistent wash-off

Improves recyclability without sacrificing performance

Compatible with UV, LED, and solvent systems



Back Front Side

### BENEFITS:

Produces clean, high-quality rPET

Enables bottle-to-bottle recycling

Prevents contamination of wash water

## FORTIS CAPABILITIES

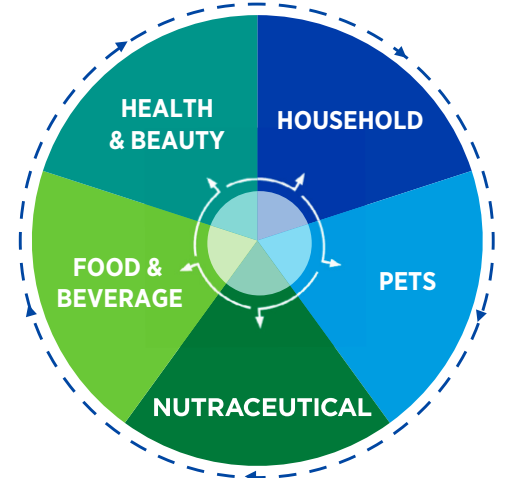
Advanced deinking and retentive ink systems

Compatibility across UV, LED, and solvent platforms

Proven performance in industrial recycling conditions

Scalable for beverage, food, and CPG application

## MARKETS TAILORED TO MEET YOUR BRANDS



## Contact Us Today

Discover how Fortis Solutions Group can transform your Shrink Sleeve packaging.

Reach out to your Fortis Solutions Group Representative. Or call: **1-844-765-8867**

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