



Introducing DURAPRO[®] M-131: The *Future* of Bottle Labeling

Revolutionizing Recycling with DURAPRO[®] M-131

Governments and industries in North America are taking significant steps to address recycling. For example, the U.S. Environmental Protection Agency (EPA) has set a goal to increase the national recycling rate to 50% by 2030. Similarly, Canada has implemented the Waste Reduction Strategy to enhance recycling efforts.

Meeting Consumer Expectations

Consumers in the U.S. and Canada are increasingly demanding sustainable practices from companies. Surveys indicate that many are willing to pay more for products from businesses that genuinely commit to environmental responsibility. Reducing plastic use and improving recycling processes are top priorities for these consumers.

The Challenge of PET Bottle Recycling

While PET (polyethylene terephthalate) bottles are recyclable, the labels and adhesives used can hinder the recycling process. Traditional hotmelt adhesives often leave residue, making it difficult to achieve full recyclability.

DURAPRO[®] M-131: A Game-Changer

DURAPRO[®] M-131 is an innovative alkali-dispersible hotmelt labeling adhesive designed to make PET bottles fully recyclable. This adhesive ensures that labels can be easily removed during the recycling process without leaving residue, enabling improved PET recycling.

Key Benefits of DURAPRO[®] M-131:

Superior Bonding Performance: Ensures labels stay securely attached during use but detach cleanly during recycling.

Clean Label Detachability: Achieves adhesive removal with excellent dispersibility in standard alkali washability test.

Regulatory Compliance: Regulatory compliance information is available upon request.

Enabling Circularity: Developed with sustainability in mind, DURAPRO[®] M-131 enables recyclers to make better quality recycle.

Proven Recycling Efficiency

In rigorous testing, **DURAPRO® M-131** demonstrated complete removal from bottles in simulated recycling processes. Standard washability tests in an alkali solution showed no adhesive residue on PET flakes, confirming its superior dispersibility.

Enhanced Labelling Performance

DURAPRO® M-131 not only excels in recyclability but also offers outstanding labelling performance. It provides more adhesion and greater temperature stability compared to conventional hotmelt labeling adhesives, from 0°C to 40°C. Additionally, it reduces adhesive visibility, lowers melt temperature, and minimizes odour and fumes, enhancing user experience and safety.

Achieve Better PET Recycling

With **DURAPRO® M-131**, significantly improving PET recycling is now a reality. This innovative adhesive eliminates the technical barriers that have previously hindered full recyclability, ensuring that companies can meet consumer expectations for sustainable packaging.

Learn More

For more information about **DURAPRO® M-131** and how it can help your company achieve its sustainability goals, please visit us: <https://www.durapro-ca.com>.

Join us in making a significant impact on recyclability and leading the way towards a more sustainable future with **DURAPRO® M-131**.



Contact us:



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