

# AD Flex+

Clarity, Performance and Sustainability



## Expect more with less

Labeling fast moving consumer goods presents a complex set of challenges, demanding materials that are aesthetically pleasing, high-performing, and adaptable to various shapes. Furthermore, these materials must align with growing consumer expectations for sustainability, all while remaining cost-effective.

Historically, achieving effective labeling with conformable films has required trade-offs. Thicker film options were problematic to convert, lacked clarity, and involved high material usage. Conversely, while thinner, more rigid films offered clarity, they failed to provide sufficient conformability for complex container designs.

## Flex+, the ideal balance of clarity and conformability

Flex+ is our proprietary semi-squeezable, self-adhesive construction that delivers enhanced conformable labeling across diverse market segments, including food, home and personal care, and general purpose applications. Designed with sustainability in mind, this semi-conformable film offers a unique blend of rigidity and flexibility.

This precise engineering creates the broadest possible operating window, allowing it to meet the most demanding requirements for converting, printing, and application processes today.

## Better clarity and performance

Achieve the desirable “no label” look with Flex+ Clear. The Flex+ film facestock significantly reduces haze (compared to PE85), and the S692N emulsion adhesive provides superior wet-out characteristics.

This combination ensures lasting adhesion performance, especially on semi-squeezable containers. Labels made with Flex+ Clear are engineered to endure harsh conditions found in demanding environments such as kitchens, bathrooms, refrigerators, and supermarket shelves.

For maximum versatility in semi-squeeze applications, Flex+ offers a high opacity white option that is compatible with over varnishes, making it the most flexible solution available today.

## Enhance packaging sustainability with rFlex+

rFlex+, our latest innovation in semi-conformable labeling materials, is designed to significantly enhance material circularity. This material contains 30% recycled content while maintaining the identical appearance, converting performance, and consistent quality of AD Flex+.

For a complete sustainable labeling solution, rFlex+ can be combined with our AD CleanFlake adhesive and rPET liner made with 30% PCR content. Currently, rFlex+ is available exclusively in white.

## Key features

- High clarity semi-conformable film, the ideal choice for premium “no label look”
- 32% thinner than standard PE85 film, allowing more labels per roll
- New rFlex+ is made with 30% recycled content and maintains on par appearance, performance and quality with virgin Flex+. Can be paired with AD CleanFlake and rPET PCR liner for a complete sustainable labeling solution

## Application Areas

- Food & Beverage
- Home & Personal Care

## Product information

Code	Description
<b>White</b>	
AAG874 (BW7022)	Flex+ White NTC/S692N/BG33Wh Imp FSC
AAG909 (BW7116)	rFlex+ White NTC/S692N/rPET23
AAG892 (BW7059)	CleanFlake Flex+ White/SR3013N/rPET23
AAG913 (BW7123)	CleanFlake rFlex+ White/SR3013N/BG33Wh Imp FSC
<b>Clear</b>	
AAJ513 (BW7134)	Flex+ Clear NTC/S692N/BG40Wh Imp FSC
AAG873 (BW7020)	Flex+ Clear NTC/S692N/rPET23
AAG905 (BW7111)	Flex+ Clear NTC/SR3013N/BG33Wh Imp FSC
AAG907 (BW7114)	Flex+ Clear NTC/SR3013N/rPET23

### Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to sustainable labeling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a sustainable label that performs.

### What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

### Discover more possibilities

What else do you need? Let us know and we'll help you find or develop your desired labeling solution.

Find more sustainable label solutions at  
[label.averydennison.com](https://label.averydennison.com)



#MakingPossible

© 2026 Avery Dennison Corporation. All rights reserved. The "Making Possible" tagline, Avery Dennison and all other Avery Dennison brands, product names and codes are trademarks of Avery Dennison Corporation. All other brands or product names are trademarks of their respective owners. Fortune 500® is a trademark of Time, Inc. Branding and other information on any samples depicted are fictitious. Any resemblance to actual names is purely coincidental.