



The Association of
Plastic Recyclers



Meets Critical Guidance

The Association of Plastic Recyclers
2050 M Street NW
Washington, DC 20036
September 15, 2023

Christian Link
VP Technology
CCL Label
1209 W Bailey St.
Sioux Falls, SD 57104

Dear Mr. Link:

The Association of Plastic Recyclers (APR) is pleased to recognize CCL Label's Ecofloat™ printed polyolefin shrink sleeve on HDPE container as meeting or exceeding the most strict APR HDPE Critical Guidance criteria HDPE-CG-01 Critical Guidance Protocol for HDPE Rigid Containers Version 6 (March 21, 2022). This APR recognition is based on the technical recyclability of the shrink sleeve innovation, in the HDPE container recycling stream.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed your data submission and concluded the data were correctly obtained by a qualified laboratory and were completely presented to show the shrink sleeves submitted meet or exceed the most challenging test conditions and strictest APR Critical Guidance criteria.

The HDPE Critical Guidance documents that were used to evaluate the shrink label innovation, are the product of a multi-industry consensus process to identify and address certain key technical considerations related to the recycling of postconsumer HDPE containers. The Documents direct innovators to conduct specific testing per established testing procedures and then provide the innovator with guidance to interpret the results. The protocols are intended to help improve the quality of the recycled HDPE container stream by aiding innovators to make informed decisions about the consequences of packaging innovations. APR thanks CCL Label, for voluntarily submitting this shrink sleeve for Recognition. The impact of these protocols is beneficial to world-wide recycling efforts. Meeting the Critical Guidance Document is a truly significant step in demonstrating overall recyclability of your shrink sleeve innovation.

APR recognition applies only to the CCL Label's Ecofloat™ printed polyolefin shrink sleeve on HDPE container. While this Recognition speaks to the compatibility of your innovation shrink sleeve, with HDPE container recycling, it does not speak to collection of containers or include other shrink sleeves in the market that may conflict with the HDPE container recycling process. We encourage CCL Label to be sure in its packaging information that the public does not misunderstand that this Recognition applies to look-alike shrink sleeves or to believe collection is happening when it is not.

Yours truly,

A handwritten signature in black ink, appearing to read 'A. B. ...'.

President and CEO