



**Association of Plastic Recyclers**  
**1001 G Street, NW Suite 500**  
**Washington DC 20001**

[www.plasticsrecycling.org](http://www.plasticsrecycling.org)

December 17, 2020

Ms. Päivi Knihti, Director, Global Product Development, Films and Specials  
PO box 53  
Tesomankatu 31  
33101 Tampere  
FINLAND

Dear Ms. Knihti:

APR, the Association of Plastic Recyclers, is pleased to recognize UPM Raflatac's undecorated PE and PP pressure sensitive labels with general purpose acrylic adhesive for HDPE bottles as meeting or exceeding the most strict APR HDPE Critical Guidance criteria and hereby so states. This APR recognition is based on the technical recyclability of the undecorated pressure sensitive labels with HDPE bottles.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed your November 17, 2020 data submission and concluded the data were correctly obtained by a qualified laboratory and were completely presented to show the container submitted meets or exceeds the most challenging test conditions and strictest APR Critical Guidance criteria of procedure HDPE-CG-01.

This APR Recognition applies to the undecorated polyethylene and undecorated polypropylene pressure sensitive labels with acrylic adhesive for which data were submitted. The HDPE Critical Guidance document that was used to evaluate the labels is the product of a multi-industry consensus process to identify and address certain key technical considerations related to the recycling of HDPE bottles. The Document directs innovators to conduct specific testing per established testing procedures and then provides the innovator with guidance to interpret the results. The protocol is intended to help improve the quality of the recycled bottle stream by aiding innovators to make informed decisions about the consequences of packaging innovations. APR thanks UPM Raflatac for voluntarily submitting the labels for examination and recognition. The impact of this protocol is beneficial to world-wide recycling efforts. Meeting the Critical Guidance Document guidelines is truly a significant step in demonstrating overall recyclability of your PE and PP labels for HDPE bottles.

Our recognition applies only to the UPM undecorated labels examined and not necessarily to specific containers as those containers would need to be tested themselves to demonstrate the system of resin, adjuvants, decoration, and attachments conformed to the APR Critical Guidance Document. We encourage the use of white pigmented labels on natural HDPE bottles be discouraged and the PP labels on HDPE bottles held to a minimum weight percentage.

Yours truly,

APR President and CEO

The Voice of Plastics Recycling™

