



Association of Plastic Recyclers  
1776 K Street, NW  
Washington DC 20006

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

April 26, 2021

Mr. Dan Webb  
CCL Label Inc.  
1209 West Bailey Street  
Sioux Falls, SD 57104

Dear Mr. Webb:

APR, the Association of Plastic Recyclers, is pleased to recognize CCL Label's EcoFloat™ polyolefin shrink sleeve label decorated with caustic-resistant, non-staining ink as meeting or exceeding APR's PET-CG-02, *Critical Guidance Protocol for Clear PET Articles with Labels and Closures*, most strict requirements and hereby so states. This APR recognition is based on the technical recyclability of the decorated label innovation with PET bottles.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed the March 10, 2021 data submission and concluded the data were correctly obtained by a qualified laboratory and were completely presented to show the EcoFloat™ polyolefin shrink label submitted meet or exceed all critical guidance.

The APR *Critical Guidance Protocol for Clear PET Articles with Labels and Closures* document and protocol is the product of multi-industry consensus of key issues related to the recycling of postconsumer PET bottles with shrink sleeve labels. The Document directs innovators to conduct specific testing per established testing procedures and then provides the innovator with guidance to interpret the results. The APR recognition is based on the innovation meeting or exceeding the most challenging test conditions and strictest guidance criteria.

APR thanks CCL Label Inc. for its cooperation in using this important protocol. The protocol is intended to improve the quality of recycled PET bottles by helping innovators to make informed decisions about the consequences of pressure sensitive label innovations. The impact of this protocol is beneficial to world-wide recycling efforts.

Our recognition applies only to CCL Label's EcoFloat™ polyolefin shrink sleeve labels with the special inks and not necessarily to bottles using the label as those bottles would need to be tested themselves to demonstrate the system of resin, adjuvants, and closure conformed to the APR Critical Guidance Document. Meeting the Critical Guidance Document guidelines is a truly significant step in demonstrating overall recyclability of your shrink sleeve label solution for PET bottles.

Yours truly,

A handwritten signature in black ink, appearing to read 'S. Alexander', is written over a light blue rectangular background.

Stephen Alexander  
APR President and CEO