



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

www.plasticsrecycling.org

January 26, 2022

Mrs. Oxana Williams,
Business Manager Specialty Films Solutions
Liveo Research GmbH, Radebeulstr. 1, 79219 Staufen, Germany
Dear Mrs. Williams:

APR, the Association of Plastic Recyclers, is pleased to recognize Liveo Research's ECOMply CrystallCycle polyester shrink sleeve label film substrate with PCR content as meeting or exceeding the most strict APR PET Critical Guidance criteria. This APR recognition is based on the technical recyclability of the label innovation with PET bottles.

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 labels submitted meet or exceed the most challenging test conditions and strictest APR Critical Guidance criteria.

The PET Critical Guidance documents that were used to evaluate the printed extruded ECOMply CrystallCycle polyester shrink sleeve label film substrate with PCR content, are the product of a multi-industry consensus process to identify and address certain key technical considerations related to the recycling of postconsumer PET bottles. 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 bottle stream by aiding innovators to make informed decisions about the consequences of packaging innovations. APR thanks Liveo Research, for voluntarily submitting this label 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 label.

Our recognition applies only to the ECOMply CrystallCycle polyester shrink sleeve label film substrate with PCR content. While this Recognition speaks to the compatibility of your label with PET bottle recycling, it does not speak to collection of PET bottles with shrink sleeve labels. We encourage Liveo Research to be sure in its packaging information that the public does not misunderstand that this Recognition applies to look-alike labels or to believe collection is happening when it is not.

Yours truly,

President and CEO

The Voice of Plastics Recycling™

