



The Association of  
Plastic Recyclers



Meets Critical Guidance

June 6, 2023

Mr. Matt Wilkinson  
Avery Dennison  
8080 Norton Parkway  
Mentor, OH 44060

Dear Mr. Wilkinson:

APR, the Association of Plastic Recyclers, is pleased to recognize Avery Dennison's Metallized decoration films with AD CleanFlake™ Technology for use in HDPE and PET recycling, as meeting or exceeding the most strict APR PET-CG-02 Critical Guidance Protocol for Clear PET Articles with Labels and Closures as well as HDPE-CG-01 Critical Guidance Protocol for HDPE Rigid Containers. This APR recognition is based on the technical recyclability of the label innovation with PET as well as HDPE 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 technology 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 Metallized decoration films with AD CleanFlake™ Technology, 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 and 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 bottle stream by aiding innovators to make informed decisions about the consequences of packaging innovations. APR thanks Avery Dennison Corporation, for voluntarily submitting this technology 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 PET bottles and HDPE containers with your labels.

Our recognition applies only to the Metallized decoration films with AD CleanFlake™ Technology. While this Recognition speaks to the compatibility of your metallized labels with PET and HDPE bottle recycling, it does not speak to collection of PET bottles or HDPE containers with pressure sensitive adhesive labels. We encourage Avery Dennison Corporation to be sure in its packaging information that the public does not misunderstand that this Recognition applies to other metallized labels or to believe collection is happening when it is not.

Yours truly,

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

President and CEO