

RESPONSIBLE INNOVATION RECOGNITION

June 1, 2023
Ravish Majithia, PhD.
President & CEO, Magnumer

Dear Dr. Majithia:

APR, the Association of Plastic Recyclers, is pleased to recognize that Magnumer's Magmark SS Coating applied to PETG shrink films for labeling PET containers meets the criteria for APR's Responsible Innovation Program, and so has received Responsible Innovation Recognition from the APR. The Responsible Innovation Program is a valuable means to demonstrate that a new packaging technology is expected to be compatible with the sortation and reclaiming steps commonly used for recycling PET packaging. The Program can also illustrate any benefits that a new packaging technology provides to PET recycling.

A Review Committee, appointed per the APR Responsible Innovation Operating Procedures, reviewed your data submission, and concluded the Responsible Innovation requirements of commercial scale evaluation, testimonials and information presentation were met. The evaluation demonstrated that when applied to PETG shrink sleeve labels the coating will not interfere with automated NIR sorting steps, can allow PETG label to be removed effectively from washed and dried PET flake, and can allow the use of caustic resistant inks on PETG label films. Recognition applies to the Magmark SS Coating on PETG shrink sleeve labels intended for PET containers and does not consider the recycling performance of a complete package.

The Review Committee commends Magnumer for its efforts in providing a comprehensive submission. The APR Responsible Innovation program is intended to acknowledge that an innovation is not expected to be disruptive to the postconsumer collection/sorting industry and to the postconsumer plastic processing industry. The program directs innovators to collect testimonials addressing specific questions and to publicly describe the innovation to APR members. The Responsible Innovation program is intended to address the need for evaluation of packaging innovations not yet included in APR's Critical Guidance testing programs.

APR thanks Magnumer for its cooperation in using the Responsible Innovation program. The program is part of an overall effort to improve the quality and productivity of recycled packaging by helping those working with Magmark SS to gauge the recycling impact of the Magmark SS innovation.



Steve Alexander
President & CEO
The Association of Plastic Recyclers (APR)