

## The 2017 APR Plastics Recycling Showcase

### *Berry Plastics Laminate Postconsumer Resin (PCR) Tube*

Berry Plastics Group, Inc. is a leading provider of value-added plastic consumer packaging, nonwoven specialty materials, and engineered materials delivering high-quality customized solutions to our customers. The Company's world headquarters is located in Evansville, Indiana, with net sales of \$6.5 billion in fiscal 2016 and is listed on the New York Stock Exchange under the ticker symbol BERY. For additional information, visit the Company's website at [www.berryplastics.com](http://www.berryplastics.com).



#### **Product Description**

Fetch...for Pets' licensed Burt's Bees™ for dogs package is our first commercialized postconsumer resin (PCR) tube. The maximum percent PCR for this line of tubes varies from 57% to 62%, excluding the closure, depending on the tube diameter and length. This particular tube has 60% PCR. This is achieved by using up to 53% PCR in the tube sleeve and up to 75% PCR in the tube shoulder; please note that the tube sleeve refers to the body of the tube and the tube shoulder refers to the piece that connects the body to the closure.

This PCR amount allows the tube to meet all the same quality, performance, and processing standards as non-PCR tubes. Berry increased our maximum PCR percentage roughly five-times with this new material blend, and added PCR to the tube shoulder for the first time. Most tubes in the market today contain no PCR. By incorporating up to 62% PCR, we have greatly increased our PCR capabilities, which we expect will lead to increased demand for PCR.

#### **Contact Information**

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**Congratulations on being selected for *The 2017 APR Plastics Recycling Showcase!* Your commitment to plastics recycling is greatly appreciated!**