



Association of Postconsumer Plastic Recyclers
1001 G Street, NW Suite 500
Washington DC 20001

www.plasticsrecycling.org

May 21, 2014

Mr. Mark Danner
Label & Packaging Materials
Avery Dennison Corporation
8080 Norton Parkway
Mentor, Ohio 44077

Dear Mr. Danner:

APR, the Association of Postconsumer Plastic Recyclers, is pleased to recognize Avery Dennison's CleanFlake™ Roll Fed Sleeve Label as meeting or exceeding APR's Sleeve Label Ink and Substrate for PET Bottles Critical Guidance Document requirements and hereby so states.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed your February 21, 2014 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 all critical guidance.

The Sleeve Label Ink and Substrate for PET Bottles Critical Guidance Document is the product of multi-industry consensus of key issues related to the recycling of postconsumer PET bottles. 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 Avery Dennison Corporation for its cooperation in using this important protocol. The protocol is intended to improve the quality of recycled bottles by helping innovators to make informed decisions about the consequences of PET bottle innovations. The impact of this protocol is beneficial to world-wide recycling efforts.

Our recognition applies only to Avery Dennison's CleanFlake™ Roll Fed Sleeve Label and not necessarily to bottles using the labels 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. APR encourages all users of the CleanFlake™ Roll Fed Sleeve Label to be sure the label decoration inks do not disperse or dissolve into hot wash water. Meeting the Critical Guidance Document guidelines is a truly significant step in demonstrating overall recyclability of your label and decoration system.

Yours truly

Steve Alexander
APR Executive Director

The Voice of Plastics Recycling™

