



## The Association of Postconsumer Plastic Recyclers

June 10, 2009

Mrs. Mikel Durham  
General Manager - Naked Juice Company  
935 West Eighth Street  
Azusa, CA 91702

Dear Mrs. Durham:

APR, the Association of Postconsumer Plastic Recyclers, is pleased to recognize your Naked Juice multilayer container consisting of homopolymer high density polyethylene, a specific ethylene vinyl alcohol barrier layer, and a specific material tie layer, as meeting or exceeding the most strict APR High Density Polyethylene Critical Guidance criteria and the most strict APR High Density Polyethylene Applications Guidance bottle-to-bottle protocol. This recognition is the highest recognition APR has to recognize the recyclability of a packaging innovation.

This APR Recognition applies to the container on which data were submitted, excluding a closure or label. The HDPE Critical Guidance and Applications Guidance documents that were used to evaluate the Naked Juice container are the product of a multi-industry consensus process to identify and address certain technical considerations related to the recycling of postconsumer HDPE bottles. The Documents offer innovators specific testing recommendations per established testing procedures that can be voluntarily undertaken and provide guidance to interpret the results. They are intended to help improve the quality of the recycled bottle stream by aiding innovators to make informed decisions about the consequences of bottle innovations.

APR thanks Naked Juice Company and PepsiCo Incorporated for cooperating to develop and verify these important protocols and for voluntarily submitting this product for Recognition. The impact of these protocols is beneficial to world-wide recycling efforts.

Yours truly

Stephen Alexander  
Executive Director,  
Association of Postconsumer Plastic Recyclers