



Association of Plastic Recyclers  
2050 M Street NW  
Washington, DC 20036

[www.plasticsrecycling.org](http://www.plasticsrecycling.org)

October 15, 2022

Fred Levitt  
Verdafresh Inc.  
489 Devon Park Drive  
Suite 318  
Wayne, PA 19087  
Dear Mr. Levitt,

APR, the Association of Plastic Recyclers, is pleased to recognize Verdafresh™ water-based coating formulation that greatly improves oxygen barriers on oriented PE films, as meeting or exceeding the most strict APR PE-CG-01 Critical Guidance Protocol for PE Film and Flexible Packaging criteria. This APR recognition is based on the technical recyclability of the film coating innovation, in the polyethylene film recycling stream.

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 coated films submitted meet or exceed the most challenging test conditions and strictest APR Critical Guidance criteria.

The PE Film Critical Guidance documents that were used to evaluate the label innovations, are the product of a multi-industry consensus process to identify and address certain key technical considerations related to the recycling of postconsumer PE films. 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 PE film stream by aiding innovators to make informed decisions about the consequences of packaging innovations. APR thanks Verdafresh for voluntarily submitting this barrier coating 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 your coating innovation.

Our recognition applies only to the Verdafresh barrier coating. While this Recognition speaks to the compatibility of your innovation coating, with PE film recycling, it does not speak to collection of films or include other films in the market that may conflict with the PE film recycling process. We encourage Verdafresh to be sure in its packaging information that the public does not misunderstand that this Recognition applies to other barrier coatings or to believe collection is happening when it is not.

Yours truly,

President and CEO



The Voice of  
Plastics Recycling®