



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

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

December 18, 2020

Mrs. Tina Hart, Vice President Strategic Innovation Platform  
Avery Dennison Corporation  
8080 Norton Parkway  
Mentor, OH 44060

Dear Mrs. Hart:

APR, the Association of Plastic Recyclers, is pleased to recognize Avery Dennison Corporation's direct thermally printed white PE/PP polyolefin blend substrate and white BOPP substrate pressure sensitive labels with general purpose permanent acrylic adhesive for polyethylene films as meeting or exceeding the most strict APR PE Films Critical Guidance criteria and hereby so states. This APR recognition is based on the technical recyclability of the decorated pressure sensitive labels with PE films.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed your December 3, 2020 data submission and concluded the data were correctly obtained by a qualified laboratory and were completely presented to show the container submitted meets or exceeds the most challenging test conditions and strictest APR Critical Guidance criteria of procedure FPE-CG-01.

This APR Recognition applies to the printed PE/PP polyolefin blend, and biaxially oriented polypropylene pressure sensitive labels with acrylic adhesive for which data were submitted. The PE Film Critical Guidance document that was used to evaluate the labels is the product of a multi-industry consensus process to identify and address certain key technical considerations related to the recycling of PE films. The Document directs innovators to conduct specific testing per established testing procedures and then provides the innovator with guidance to interpret the results. The protocol is 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 Avery Dennison for voluntarily submitting the labels for examination and recognition. The impact of this protocol is beneficial to world-wide recycling efforts. Meeting the Critical Guidance Document guidelines is truly a significant step in demonstrating overall recyclability of your PE/PP polyolefin blend and BOPP labels for PE films.

Our recognition applies only to the Avery Dennison decorated labels examined and not necessarily to all substrates as those substrates would need to be tested themselves to demonstrate the systems of resin and adjuvants conformed to the APR Critical Guidance Document.

Yours truly,

APR President and CEO

**The Voice of Plastics Recycling™**

