



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

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

May 9, 2014

Mr. Patrick Kennedy  
Vice President Marketing  
The Kennedy Group  
38601 Kennedy Parkway  
Willoughby, Ohio 44094

Dear Mr. Kennedy:

APR, the Association of Postconsumer Plastic Recyclers, is pleased to recognize The Kennedy Group's PureVue™ White or Clear Recyclable Pressure Sensitive Labels as meeting or exceeding APR's Pressure Sensitive Adhesive Label for PET Bottles Critical Guidance Document requirements and hereby so states.

A Review Committee, appointed per the APR Recognition Operating Procedures, reviewed your January 6, 2014 data submission and concluded the data were correctly obtained by a qualified laboratory and were completely presented to show the decorated labels submitted meet or exceed all critical guidance.

The Pressure Sensitive Adhesive Label 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 The Kennedy Group 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 the PureVue™ White or Clear Recyclable Pressure Sensitive Labels 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 PureVue™ White or Clear Recyclable Pressure Sensitive Labels 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

Executive Director,

**The Voice of Plastics Recycling™**

