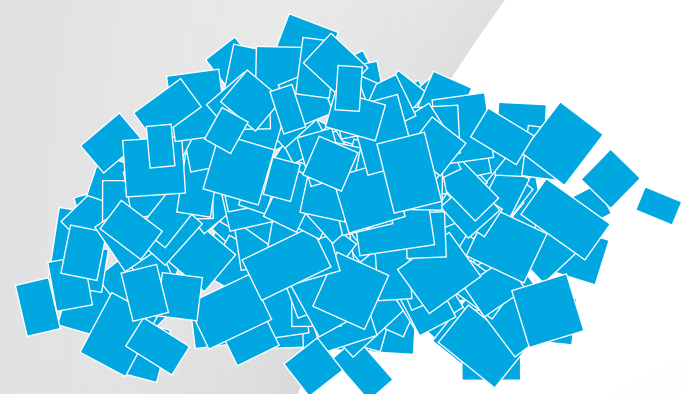


# True Bottle-to-Bottle Recycling with PureVue® Pressure Sensitive Labels

The result is

## 100% RECYCLED

food-grade quality  
PET flake that can be  
remanufactured into  
new bottles.



More high quality rPET in  
the supply stream can help  
reduce recycling costs.



PureVue® with CleanFlake™  
**SWITCHES OFF**  
during washing so the label cleanly  
separates from the plastic.



Demand continues to

## RISE

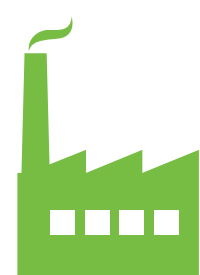
for PET, a 100%  
recyclable plastic.



### PET RECYCLING WITH PureVue®



Saves  
Energy

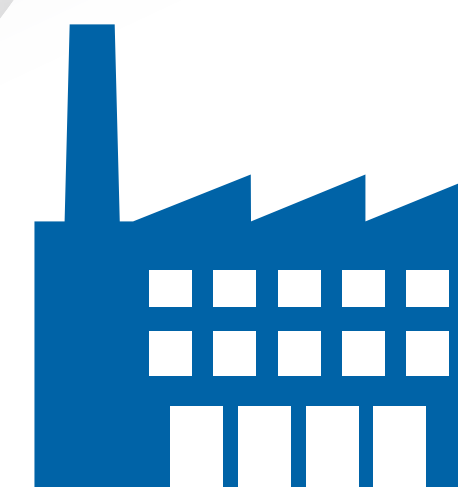


Reduces  
Emissions



Boosts  
Sustainability

31 PET reclaimers in  
the U.S. and Canada are  
challenged with producing  
high-quality PET.



## 560 MILLION BOTTLES\*

are **wasted** in the recycling process every year  
largely due to **incompatible label materials**.

\*estimated