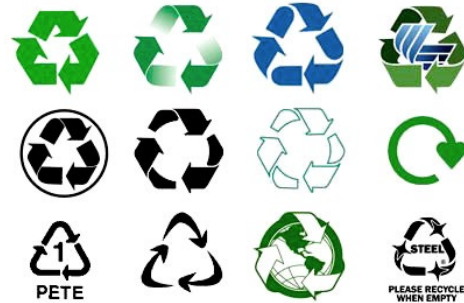


Package Labeling

Most of the packaging items that we use are recyclable, but it's not always clear which parts are recyclable, and how it should be done.

Variation in recycling programs, unclear labeling and false recyclability claims can make proper recycling of packaging materials a challenge for consumers.

Inaccurate claims of recyclability may also create a liability for manufacturers as perception of green washing can degrade their brand and negate good intentions.

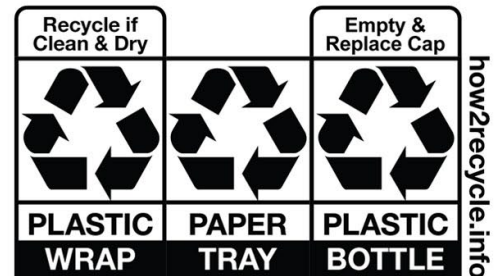


The lack of a commonly accepted standardized recyclability label leads to confusion among consumers.

The How2Recycle Label:

How2Recycle is a voluntary label created by the Sustainable Packaging Coalition for product packaging to help identify what materials are recyclable. The intent of the label is to:

- ✓ Reduce confusion by creating a clear, well-understood, and nationally harmonized label that enables companies to convey to consumers how to recycle a package
- ✓ Improve the reliability, completeness, and transparency of recyclability claims
- ✓ Provide a labeling system that follows Federal Trade Commission Green Guides
- ✓ Increase the availability and quality of recycled material
- ✓ Encourage brand owners to use recyclable packaging



The How2Recycle label provides guidance on how to recycle an entire package, not just a part of it. Each "tile" of the label represents a different part of the package.



StopWaste has been a supporter of How2Recycle since its inception in 2008 and we offer incentive funding to pay the first year licensing fee for Alameda County businesses that adopt the label on their packaging. Local businesses that have adopted the label to date include Annie's, Back to the Roots, Clorox and Plum Organics.

