Less than 6% of all bottles get recycled...
For consumer brands: low bottle recycling = high business risk

Market reality

2800 thousand tons PET bottles used in US each year

796 thousand tons Arrive at Recycling facilities

151 thousand tons recycled back to PET bottles
Rest is downcycled or lost to landfill

Source: NAPCOR

Market risk

Govt. Regulation
Low recycled plastic supply
Consumer perception
Labels: A design flaw

Shrink sleeve labels are a significant problem to the growth and stability for the recycling of PET containers

Association of Plastic Recyclers (APR)

diverse plastics

Hard to separate labels contaminate & reduce recycled PET yield by 20%
Our Solution: Magnetizable ink for labels

Easy separation
Increases recycled PET yield
Reduces rPET cost by 8%

Ink enables magnetic separation
Magnetizable ink for recycling: A game changer

Initial processing

PET Bottles

Bottles are shredded into flakes during recycling

PET flakes

Label flakes with magnetic ink

PET Flakes with lower label contamination

Ink = Separation = Recycling

Coated label flake separated by existing magnets
Presenting... a Design2Recycle™
Visit us at magnomer.com

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