



Ideal solution for PET container recycling

Innovative Sustainable Pressure-Sensitive Label

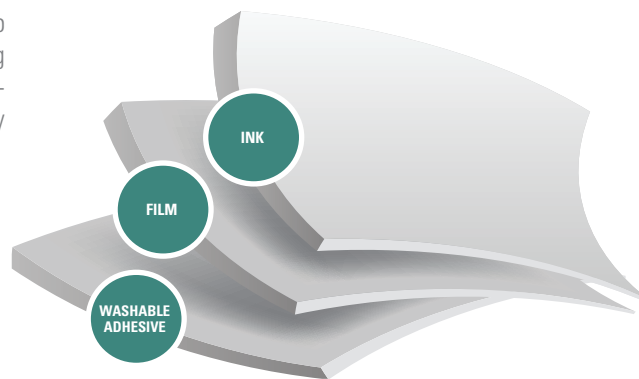
The Kennedy Group, a leading provider of labeling, packaging, and identification solutions, is complementing its industry-leading family of pressure-sensitive labels with a new line of **PureVue**® sustainable labels. Designed for PET (polyethylene terephthalate) bottles and packaging, these labels conform to the Association of Postconsumer Plastic Recyclers' APR Design™ Guide for Plastic Recyclability.

As part of the APR's Champion's for Change Program, The Kennedy Group developed packaging innovations resulting in a comprehensive recycling solution. The Kennedy Group's clear and white **PureVue**® labels address film, adhesive, and ink requirements for food-grade recycling. Kennedy **PureVue**® labels are one of the only labels on the market to meet APR protocols for all three elements of the label.

The new labels offer a point of differentiation for packaging designers, brand owners, and consumers. These labels deliver great shelf presence for the brand, and let consumers know that the brand is promoting recycling and sustainability – protecting our environment. Consumers feel they're part of the sustainability process by purchasing products with environmentally friendly packaging. They're helping to reduce waste in landfills and protecting our natural resources.

To be part of the recycling stream for reuse in food-grade packaging applications, labels must be successfully removed from the PET reclamation process. These new **PureVue**® Kennedy Group pressure-sensitive labels are ideal for improving recycling efficiencies and the overall quality of post-consumer plastics. And, they have the same clarity and appeal of traditional pressure-sensitive labels.

Everybody wins.



The Kennedy Group's PureVue® Labels address film, adhesive, and ink requirements for food-grade recycling.



Labeling & Packaging Division

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Primary Market Application



Industrial

Automotive

Beverages

Home Products

Personal Care

Food