

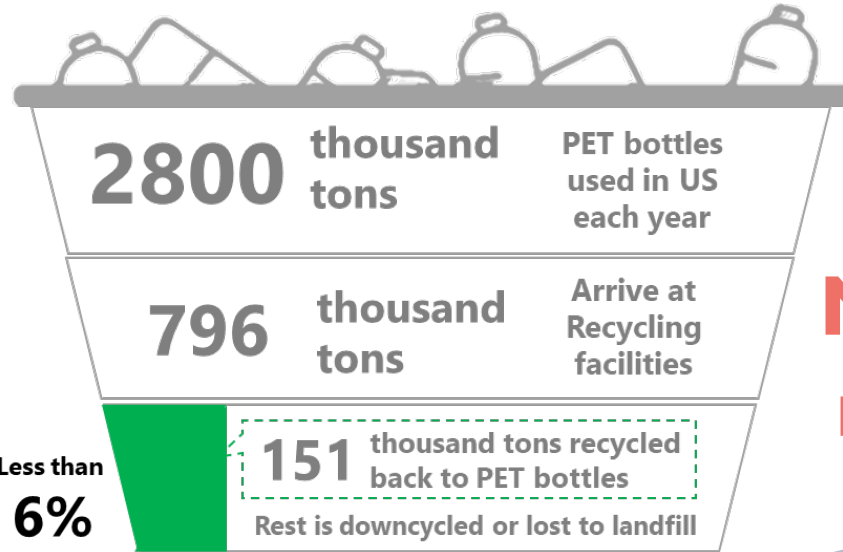
A wide-angle photograph of a massive landfill filled with discarded plastic bottles and other debris. The scene is set against a dramatic sunset sky with warm orange and yellow light. The plastic waste is piled high, stretching into the distance.

magnoreer

ATTRACTIVE RECYCLING 

Less than 6% of all bottles get recycled...

For consumer brands: low bottle recycling = high business risk



Source: NAPCOR

Market reality

Market risk



Govt.
Regulation

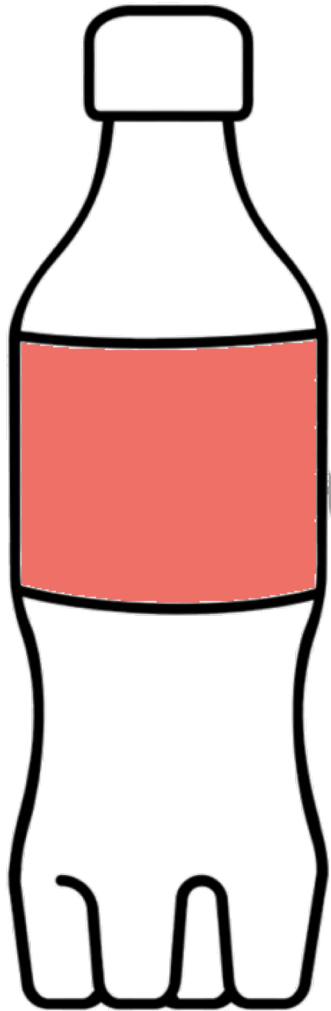


Low recycled
plastic supply



Consumer
perception

Labels: A design flaw



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

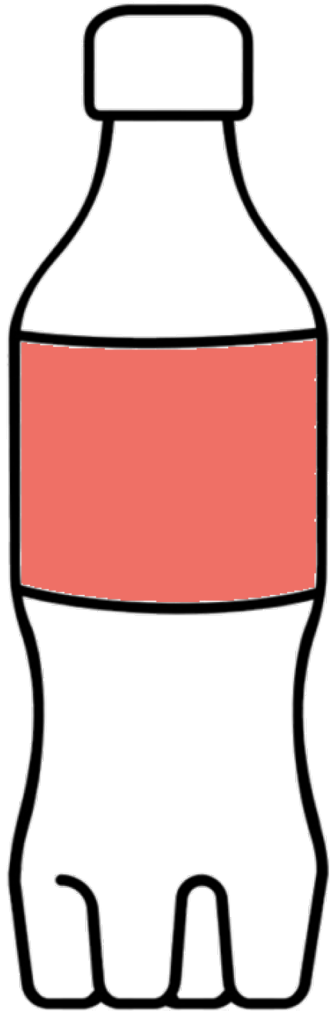
Association of Plastic Recyclers (APR)

diverse plastics

Hard to separate labels

contaminate & reduce recycled PET yield by 20%

Our Solution: Magnetizable ink for labels



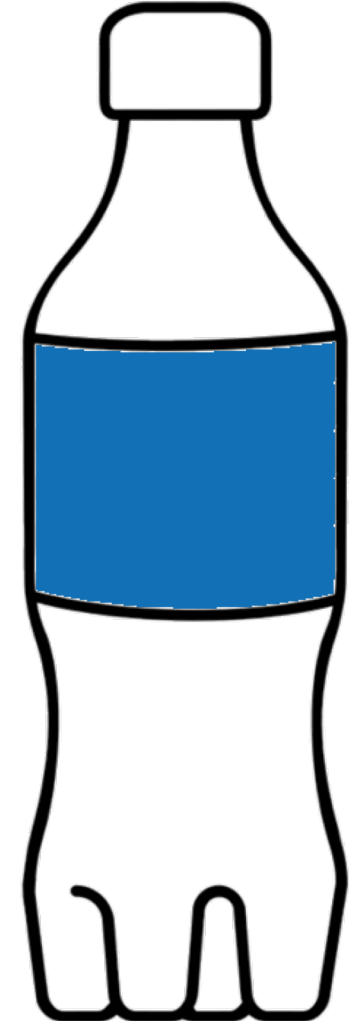
Easy separation

Increases recycled PET yield

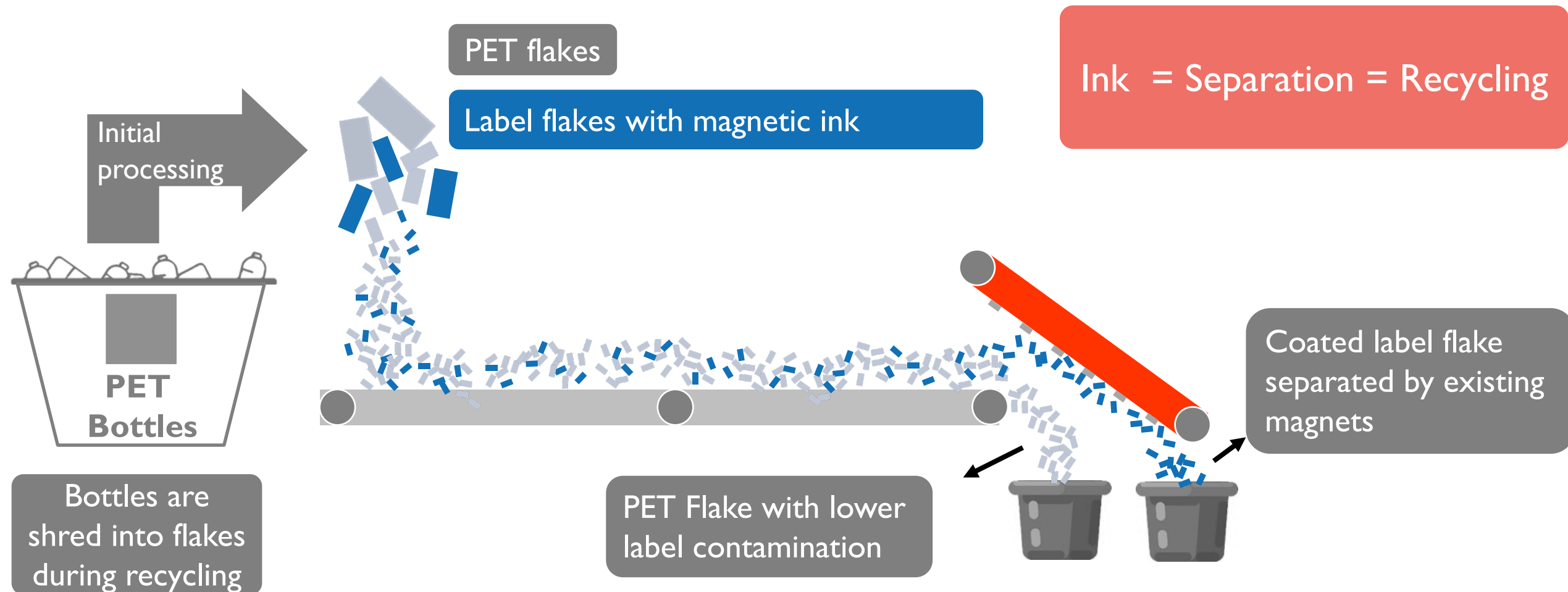
Reduces rPET cost by 8%



**Ink enables
magnetic separation**



Magnetizable ink for recycling: A game changer



Presenting...
a Design2Recycle™

A Design2Recycle™



Large Market with
pressing problem



Affordable, adaptable,
scalable solution



Non-toxic, Food-
safety compliant

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



A
Design2Recycle™



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