



# Improve Flexible Packaging Sustainability

**WITH A HOW2RECYCLE LABEL**



As a manufacturer, it's important to ensure your packaging meets consumer preferences for sustainability while making it easy for them to know how to properly dispose of it. Fortunately, How2Recycle, a standardized labeling system, and Bostik's cold seal adhesives can help.



## WHAT DOES HOW2RECYCLE MEAN FOR YOUR PACKAGING?

For your packaging to receive a How2Recycle Store Drop-off label, it means that it has met all eligibility requirements by How2Recycle. When consumers see the label, they know that the package can be recycled through a Store Drop-off collection bin at grocery and retail stores.

To use How2Recycle labels on your package, you must be a member with How2Recycle.



## HOW CAN BOSTIK'S COLD SEAL ADHESIVES HELP?

Bostik's acrylic and VAE-based Turbo-Seal® cold seal adhesives were tested against APR's critical guidance protocol for PE film and successfully passed How2Recycle's prequalification eligibility requirements for a Store Drop-off label when applied to polyethylene film. This means that when used with other approved packaging materials, our adhesives enable your packaging to be eligible for recycling via Store Drop-off, making it easier for you and consumers to improve the environment.

While our adhesives are compatible with How2Recycle's Store Drop-off as of 2023, they may be subjected to additional testing in the future as the recycling stream's impact is further realized.

Additionally, our cold seal adhesives' label eligibility is prequalified for certain package use cases only. The Store Drop-off label may not apply to every packaging use case. It's important to work with a Bostik representative to understand the package uses that apply and reach out to How2Recycle with any questions. The following cold seal grades are prequalified for How2Recycle's Store Drop-off label:

TURBO-SEAL® STANDARD GRADES	TURBO-SEAL® EU EQUIVALENT GRADES
C20214	C3014
C1991	C3091
C1961	C3085
C20230	-
C20220	-
C20225	-
C20237	-

For more information on How2Recycle and how our cold seal adhesives can help you improve flexible packaging sustainability, please [contact a Bostik expert](#) today.