Versalite™ Cups –
An Environmentally Responsible Solution
INTRODUCING

VERSALITE™
A New To Market Solution
WHAT IS VERSALITE™?

A New Insulated Material Technology

Fully Recyclable* Material - Made From #5 Polypropylene (PP)

Superior Thermal Management

Puncture Resistant

Better Overall Consumer Experience

*Where #5 PP recycling facilities exist
GROWTH IN NON-BOTTLE RIGIDS

- Curbside plastics recycling began with bottles
- Non-bottles now represent 27% of rigid plastic recycling
- Over 1 Billion lbs recycled in 2012
#5 PP – THE NEW KID ON THE BLOCK

- PP is the largest component in the non-bottle rigids stream
- 3rd largest component of the rigid recycling stream behind PET and HDPE
- Over 400 Million lbs collected in 2012
ACCESS

- Access is growing
- Over 60% of the U.S. population now has access to recycle PP
- Numerous communities have added PP recycling since the last access study

<table>
<thead>
<tr>
<th>Material Type</th>
<th>Percentage of US Population with Recycling Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDPE bottles/jugs &amp; jars with caps</td>
<td>94.2%</td>
</tr>
<tr>
<td>PET bottles/jugs &amp; jars with caps</td>
<td>94.0%</td>
</tr>
<tr>
<td>PP bottles/jugs &amp; jars with caps</td>
<td>72.5%</td>
</tr>
<tr>
<td>LDPE bottles/jugs &amp; jars with caps</td>
<td>72.1%</td>
</tr>
<tr>
<td>PVC bottles/jugs &amp; jars with caps</td>
<td>71.8%</td>
</tr>
<tr>
<td>Other bottles/jugs &amp; jars with caps</td>
<td>69.3%</td>
</tr>
<tr>
<td>HDPE non-bottle rigid (cups/tubs/containers)</td>
<td>65.0%</td>
</tr>
<tr>
<td>PET non-bottle rigid (trays/ clamshells/ cups)</td>
<td>64.5%</td>
</tr>
<tr>
<td>PP non-bottle rigid (cups/tubs/ containers)</td>
<td>61.1%</td>
</tr>
<tr>
<td>LDPE non-bottle rigid (tubs/lids)</td>
<td>60.3%</td>
</tr>
<tr>
<td>PVC non-bottle rigid (blisters/clamshells)</td>
<td>59.7%</td>
</tr>
<tr>
<td>Other non-bottle rigid</td>
<td>57.4%</td>
</tr>
<tr>
<td>PS non-bottle rigid (cups/bowls/clamshells)</td>
<td>56.4%</td>
</tr>
<tr>
<td>EPS food service</td>
<td>31.1%</td>
</tr>
<tr>
<td>Bulky Plastic (toys/buckets/crates/drums)</td>
<td>21.3%</td>
</tr>
<tr>
<td>EPS packaging shapes</td>
<td>12.2%</td>
</tr>
</tbody>
</table>
IMPORTANCE OF RECYCLING VERIFICATION

Is access enough?

Validate Collection / Sortation

Recycler Acceptance

Drive Awareness & Education
VERIFYING RECYCLABILITY

Understanding the acceptance by recyclers was key.
VERIFYING RECYCLABILITY

MRF Sortation and Separation

Optical

Manual
AWARENESS AND EDUCATION ARE KEY

MRF Education

Partnerships to Increase Recycling Rates

Increased Access and Transparency
A COMMITMENT TO RECYCLING

New Product Development

New Technology or Sortation Methods

Incorporating Recycled Content

Partnerships and Education
A CUP ABOVE THE REST

Better Alternative To-Go Cup

Fully Recyclable* Cup - #5 Polypropylene

Superior Thermal Management; Consumer Tested And Preferred

Responsible Innovation

*Where #5 PP recycling facilities exist
THANK YOU!