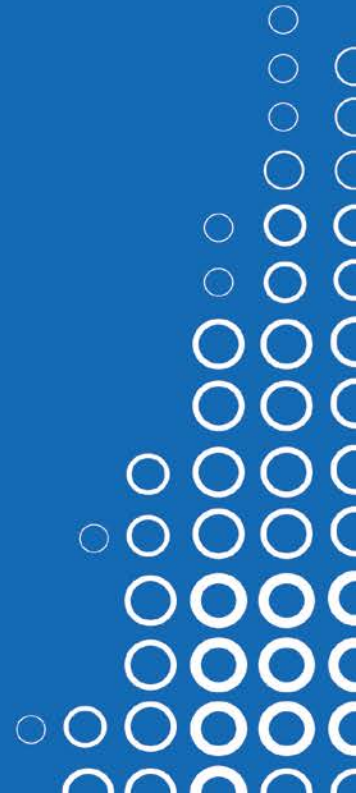


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# Versalite™ Cups – An Environmentally Responsible Solution

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# INTRODUCING

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## VERSALITE™

A New To  
Market  
Solution



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# WHAT IS VERSALITE™?

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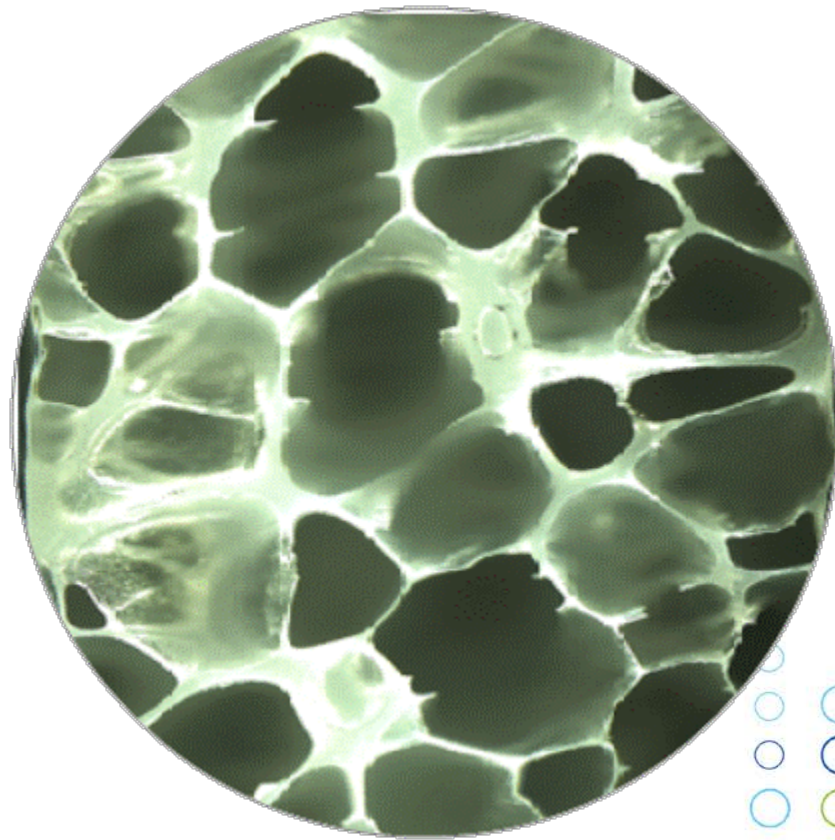
A New Insulated Material  
Technology

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

Superior Thermal Management

Puncture Resistant

Better Overall Consumer Experience

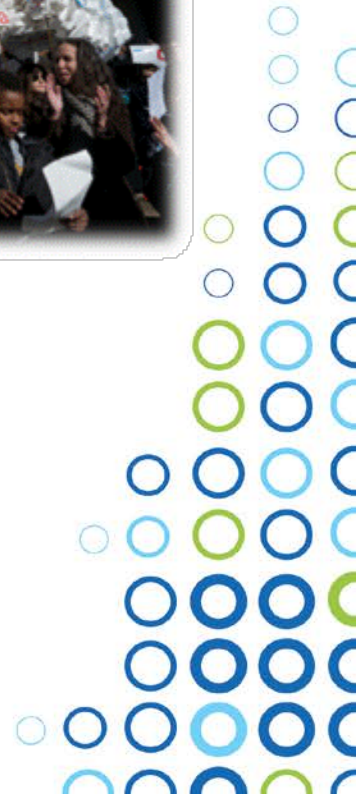


# UNDERSTANDING MATERIAL TRENDS

## New Technologies



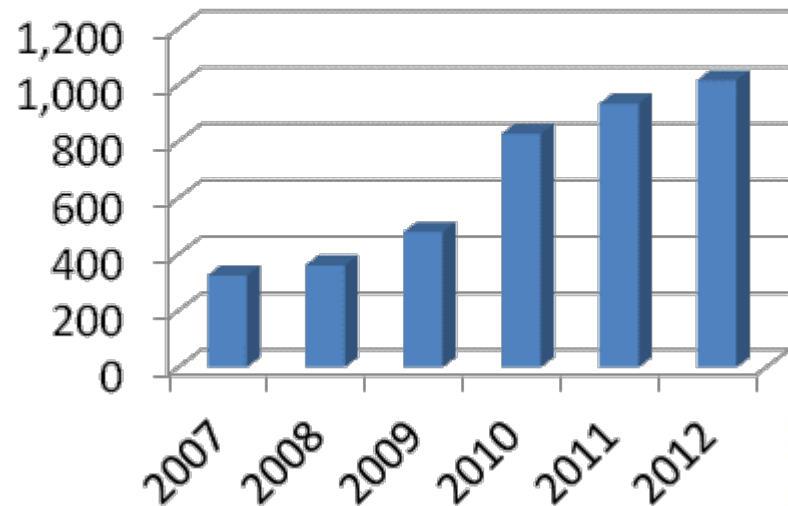
## Regulatory Pressures



# 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

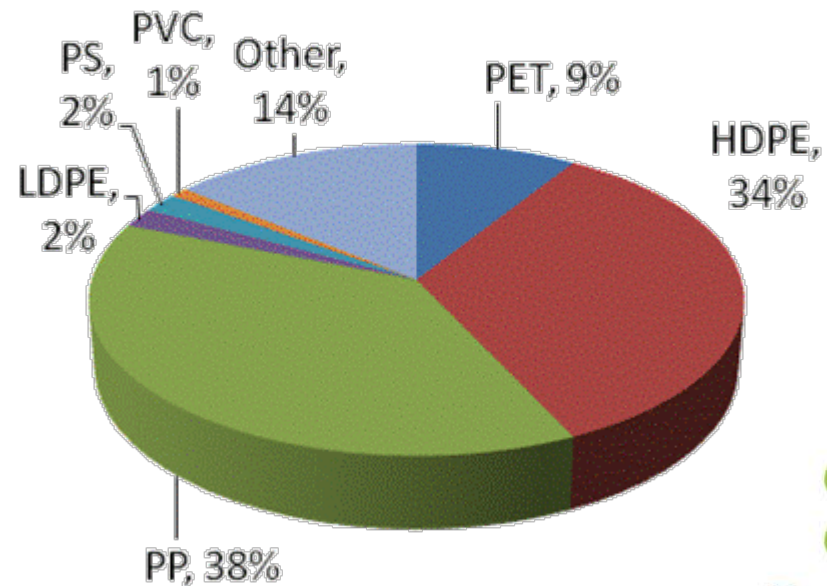
Non-Bottle Rigid Recycled  
(Millions of Lbs)



# #5 PP – THE NEW KID ON THE BLOCK

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

Percent of 2012 Non-Bottle Rigid Recycling



# 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

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

# IMPORTANCE OF RECYCLING VERIFICATION

Is access enough?

Validate Collection / Sortation

Recycler Acceptance

Drive Awareness & Education





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# VERIFYING RECYCLABILITY

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Understanding the acceptance by recyclers was key



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# VERIFYING RECYCLABILITY

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## MRF Sortation and Separation

Optical



Manual



# AWARENESS AND EDUCATION ARE KEY

MRF Education



Partnerships to Increase Recycling Rates

Increased Access and Transparency



**A New Product in Your Stream**  
Berry Plastics has recently launched a new line of Polypropylene (PP) based cups designed for thermal applications, like hot and cold beverages, that can be recycled right along with other PP products in your recycle stream.

End market users, such as KW Plastics, have tested and are now accepting this material. Learn more about [Versalite cups](#) and how you can train your personnel to recognize this new material.

[Find](#) scrap plastic markets information.

Contact Berry Plastics via email ([versalite@berryplastics.com](mailto:versalite@berryplastics.com)) for more information.



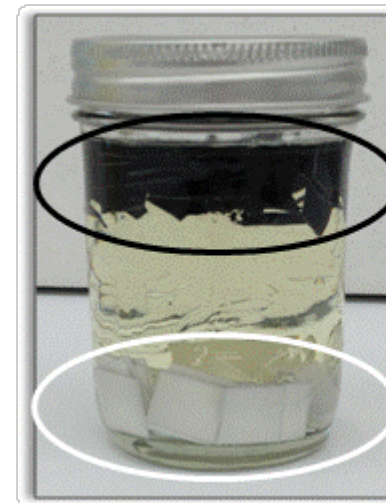
# A COMMITMENT TO RECYCLING

New Product Development

New Technology or Sortation Methods

Incorporating Recycled Content

Partnerships and Education



PP

HDPE



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# A CUP ABOVE THE REST

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Better Alternative To-Go Cup

Fully Recyclable\* Cup - #5  
Polypropylene

Superior Thermal  
Management; Consumer  
Tested And Preferred

Responsible Innovation



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# THANK YOU!

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