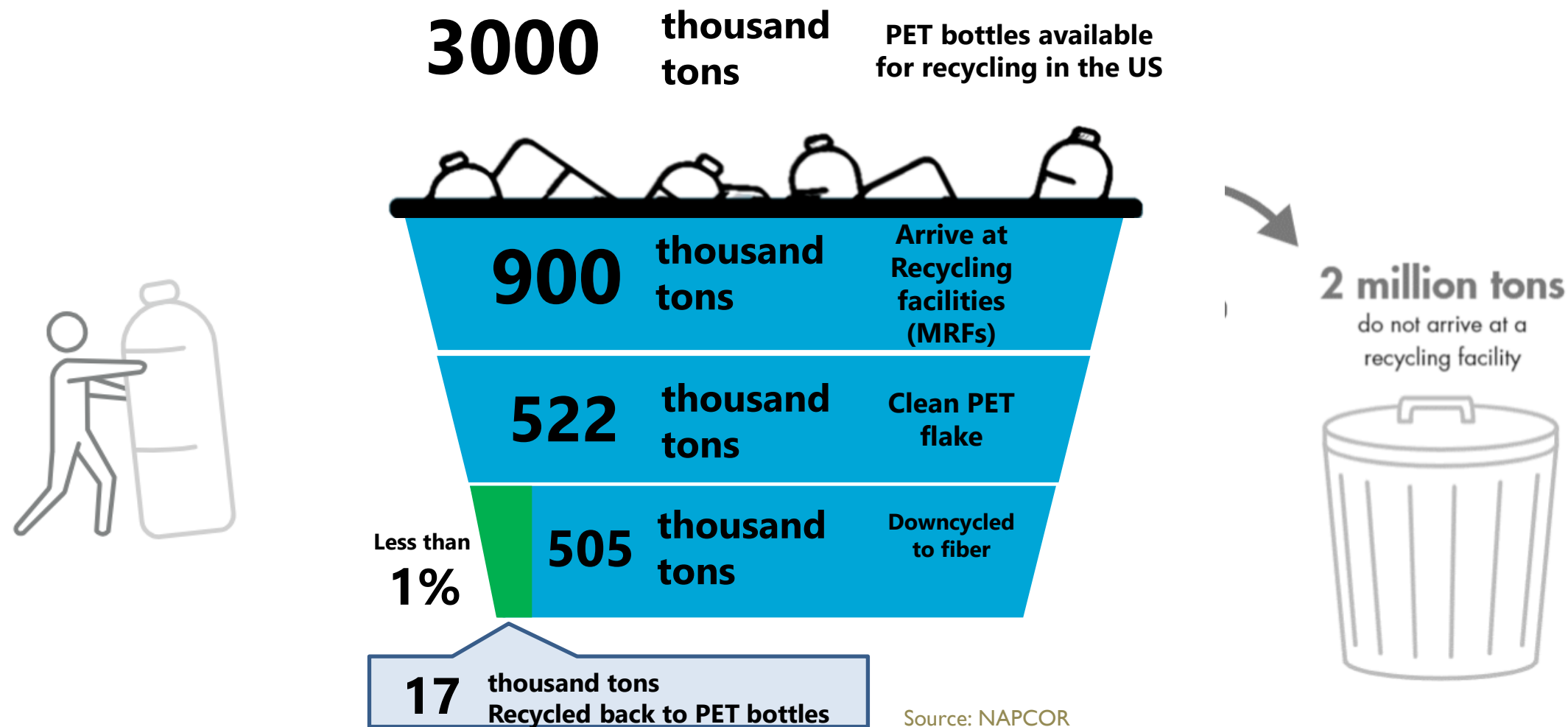


**A problem worth solving...**



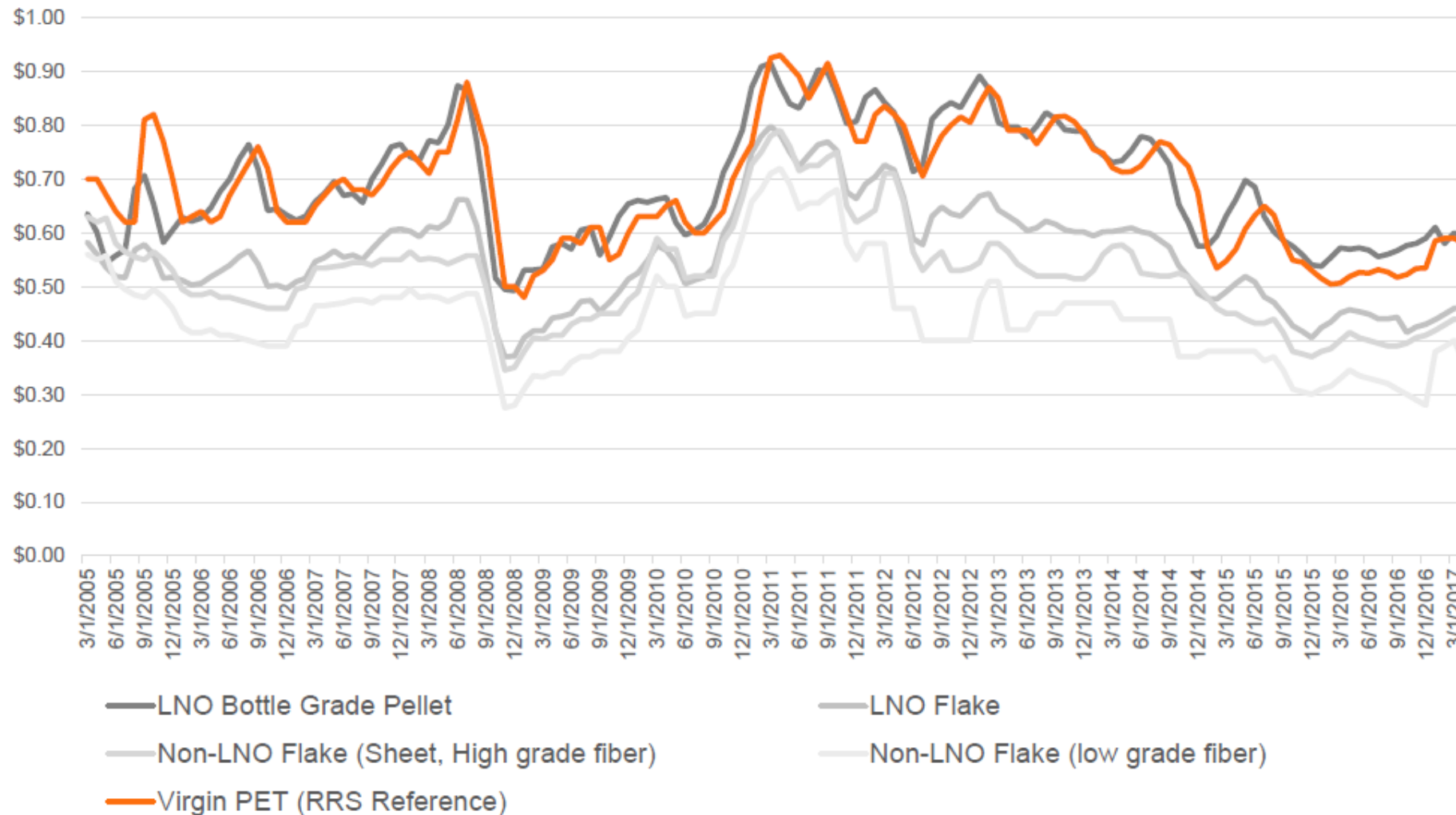


# DISMAL PET RECYCLING RATES



# VIRGIN PET = rPET (ON PRICE)

East Coast rPET Flake to Key End Markets vs. Virgin Resin



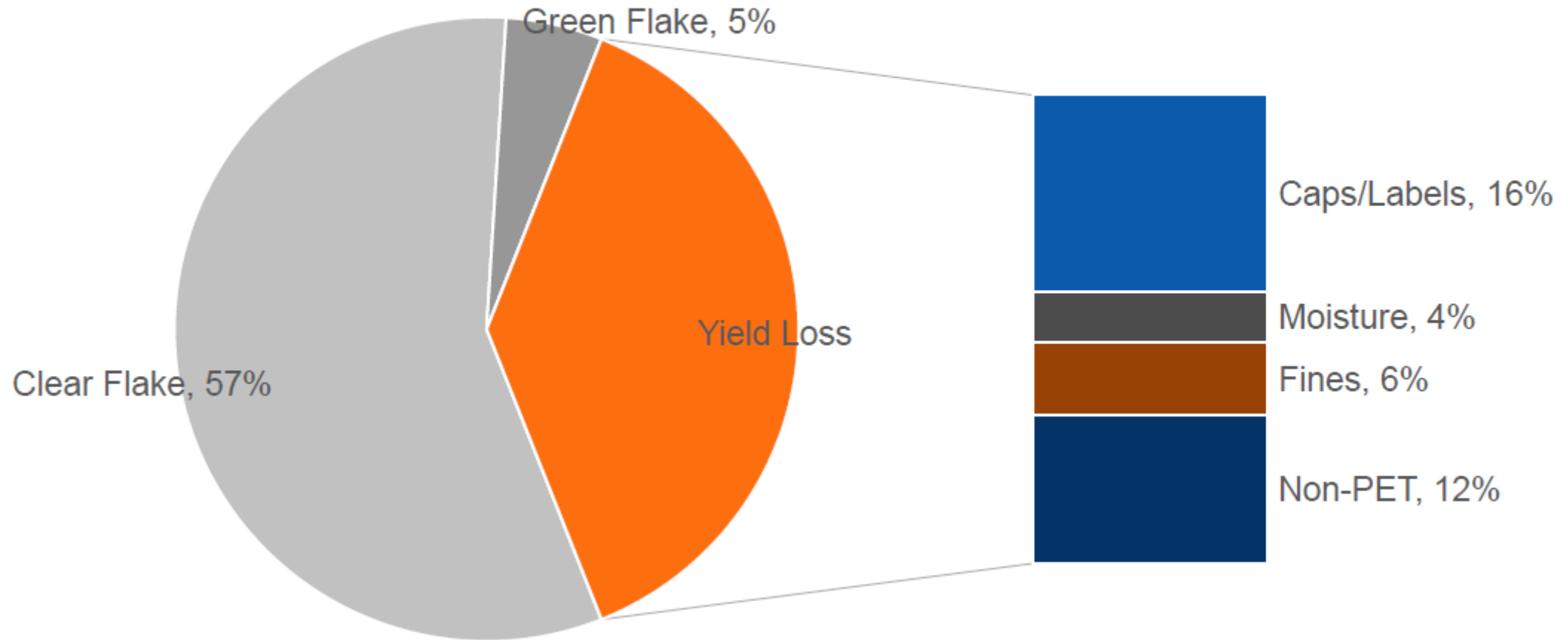
# rPET COST IS DRIVEN BY COST OF BALES

PCR PET			
	Curbside	Deposit	Average
Bale Price (picked up) (4)	\$0.17	\$0.22	\$0.19
Transportation	\$0.02	\$0.02	\$0.02
Yield cost	\$0.12	\$0.07	\$0.09
<i>Bale price adjusted for yield</i>	<i>\$0.31</i>	<i>\$0.31</i>	<i>\$0.31</i>
Conversion to flake (5)	\$0.20	\$0.17	\$0.19
<i>Subtotal: Flake (average)</i>	<i>\$0.51</i>	<i>\$0.48</i>	<i>\$0.49</i>
Conversion to pellets & SSP(4)	\$0.10	\$0.10	\$0.10
<b>Total (EXW Cost)</b>	<b>\$0.61</b>	<b>\$0.58</b>	<b>\$0.59</b>

# CAPS/LABELS: MAJOR CONTAMINANTS

	Composition of Curbside Bale Yield Loss	
Caps / Labels	42%	\$0.051
Moisture	11%	\$0.013
Fines	16%	\$0.019
Non-PET	31%	\$0.038
<i>Total</i>	<i>100%</i>	<i>\$0.12</i>
<i>Bale Price (including transportation)</i>		<i>\$0.19</i>
<b><i>Bale Price Adjusted for Yield</i></b>		<b><i>\$0.31</i></b>

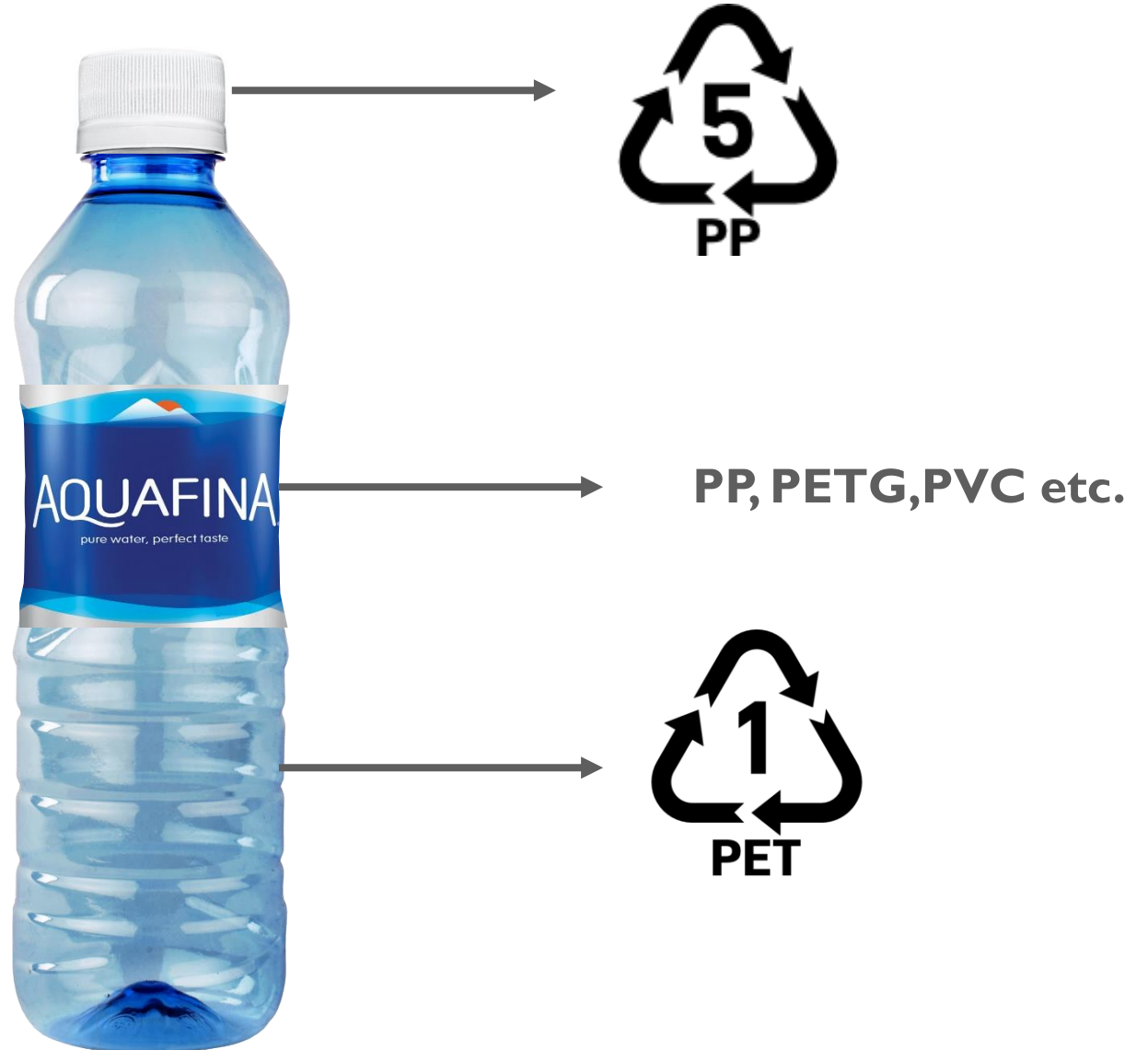
# 38% OF PET BALES IS CONTAMINATION



# ANATOMY OF A PET BOTTLE



Lack of ability to segregate labels reduces quality & supply



# CIRCULAR ECONOMY: THE OPPORTUNITY



**Design2Recycle™**

**A problem worth solving...**





**magnomarker** = MAGNETIC MARKERS  
ATTRACTIVE RECYCLING ♻️



# OUR SOLUTION: A *DESIGN2RECYCLE™*



Blue  
magnetizable  
coating on  
shrink sleeve



**PATENT  
PENDING**



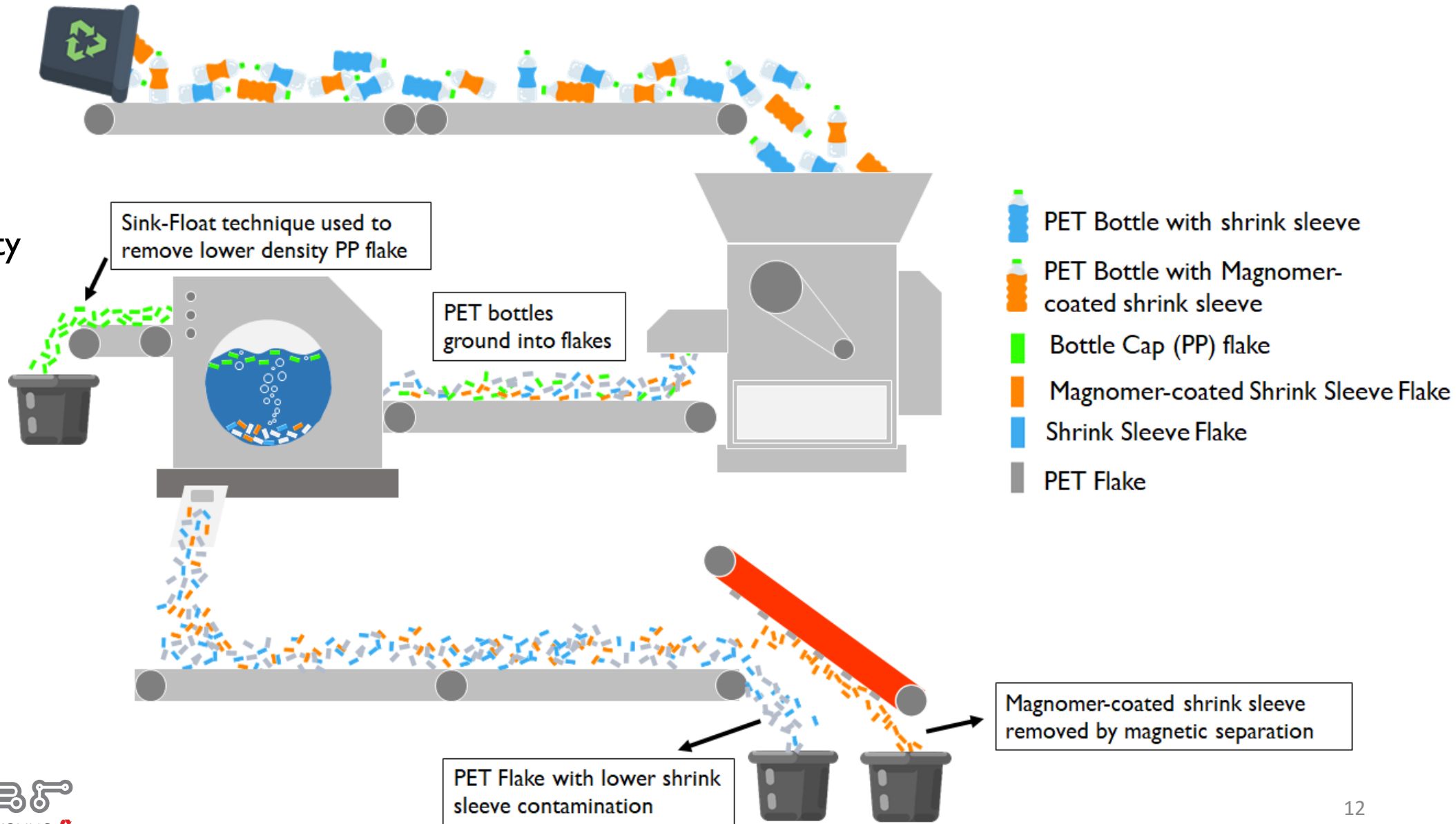
**Magnetizable Coatings  
Designed to Sort**



# MAGNETIZABLE COATINGS FOR RECYCLABILITY



Imparts Recyclability





# DESIGN2RECYCLE : FITS ALL NEEDS



Imparts Recyclability



Food-Safe



Complements Manufacturing



Cost-Effective



Does not impact  
Brand Artwork



# BENEFITS TO BETTER DESIGN

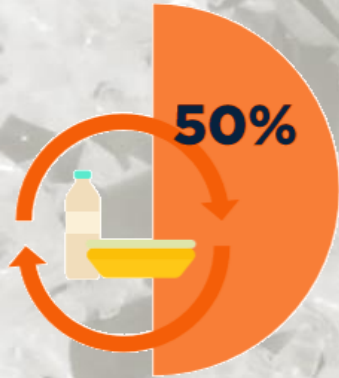


- **Reduced Contamination**
- **Reduced Price**
- **Increased PCR supply**
- **Increased capture**



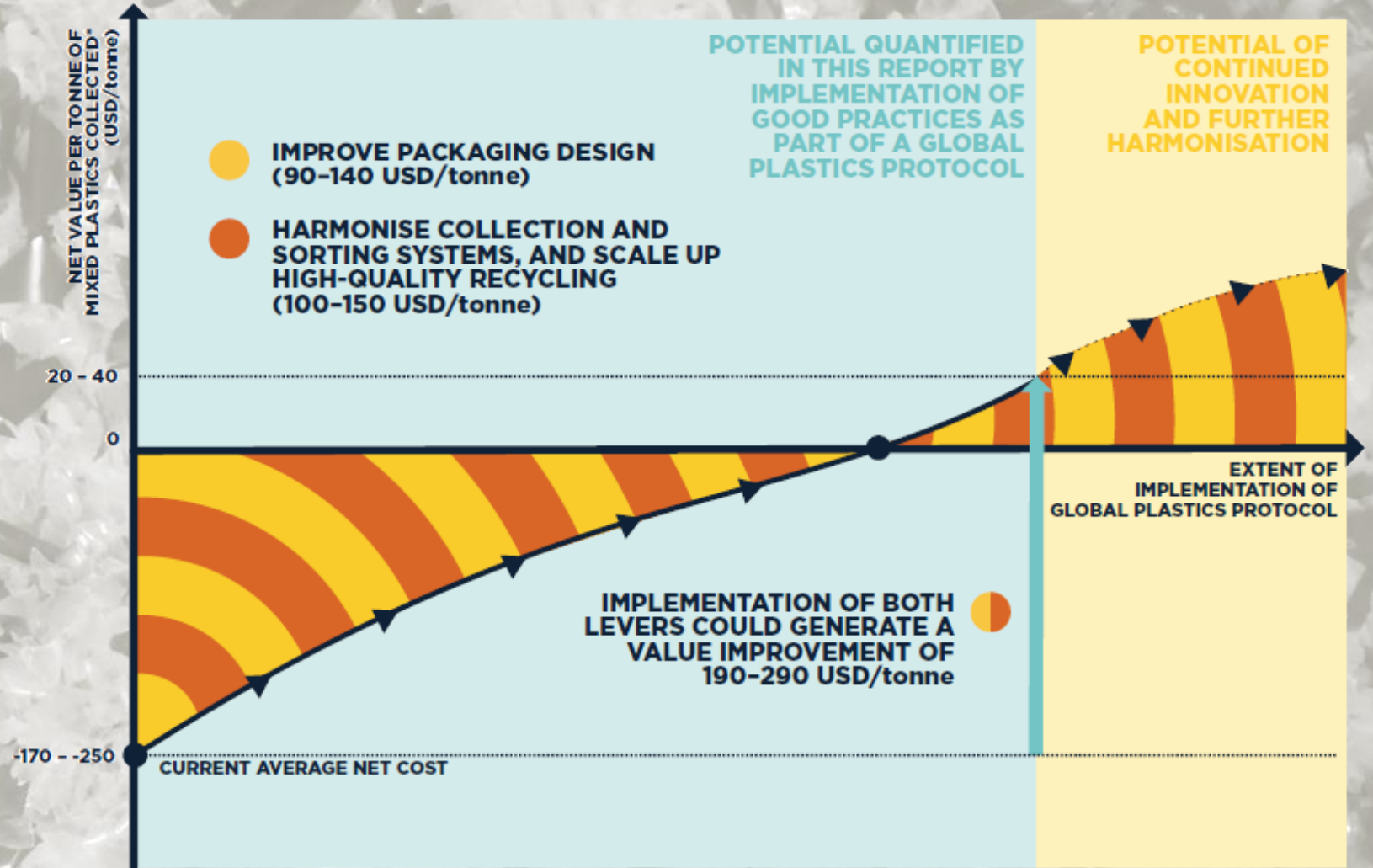


# CIRCULAR ECONOMY: THE OPPORTUNITY



**RECYCLING WITH  
RADICALLY IMPROVED  
ECONOMICS & QUALITY**

*“Explore the potential of material markers to increase sorting yields and quality”*







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