



# Novolex and How2Recycle®

As part of our commitment to consumer education, Novolex uses the How2Recycle® and How2Compost® labels on stock products and works with customers to encourage their use on branded items.

We can support you in this process!

Below, learn more about the right way to appropriately label products for consumer education.



## Member of How2Recycle®

How2Recycle® is a standardized labeling system that clearly communicates recycling instructions to the public. When applicable, it includes instructions on how to properly clean a product before recycling.



## Member of How2Compost

How2Compost™ labels inform consumers if a product is compostable in commercial composting facilities. The label is available to use on packages that have gone through the Biodegradable Product Institutes (BPI) certification process. BPI certification is open to products that meets the requirements in ASTM D6400 or D6868 based on testing in a BPI-approved laboratory.

**SPECIAL INSTRUCTIONS**  
Tells consumer how to prepare component for recycling.



**PACKAGING TYPE**  
Identifies the material and packaging type.

**RECYCLABILITY QUALIFIER**  
Indicates how the package can be recycled. "Store Drop Off" and "Check Locally" are examples of claims that qualify the level of recycling available for a product.

**BPI CERTIFIED LOGO**  
This icon means that the item has been certified as compostable by BPI.



\*Not in backyard; Composting programs for this cup may not exist in your area.

**COMPOSTING QUALIFIER**  
Qualifies how and where the packaging can be composted.

# Recyclable and Compostable Claims

**Recyclable:** For a product to be considered “widely recyclable,” with no qualifiers e.g. “Check Locally,” all parts of a package need to be recyclable, and at least 60% of the U.S. population must have access to that system.

**Compostable:** For a product to be marketed as “compostable,” the claim must apply to all components of the package. Outright or unqualified “compostable” claims should be avoided, and labels should include appropriate qualifiers e.g. “commercial composting facilities only”.

## WIDELY RECYCLABLE



This designation is appropriate for packages where at least the majority of Americas (60%) or Canadians (50%) have access to curbside collection or drop-off program.



## CHECK LOCALLY



Not recycled in all communities. For packages that are accepted in curbside recycling programs for at least 20% of the population but fewer than 60% (US) or 50% (Canada).



## STORE DROP-OFF



For packages that can only be recycled via store drop-off. This applies to polyethylene retail bags, wraps and films.



## NOT YET RECYCLABLE



For non-recyclable products, or products that are accepted in recycling programs of fewer than 20% of the population.



The best way to market a product as recyclable or compostable is using a third-party endorsed claim. This can require simple steps to verify either the level of recyclability, or that a product meets a composting certification standard. Best-in-class labels also include language that informs consumers about the limitations of either recycling or composting. Novolex advises against using “biodegradable” claims on packaging.



How2Recycle and How2Compost labels are available to use on any Novolex stock product. Membership with the [Sustainable Packaging Coalition \(SPC\)](https://www.sustainablepackagingcoalition.org/) is required to use the logo on customer-branded products.

For more information about membership, please visit [www.how2recycle.info/join](https://www.how2recycle.info/join)