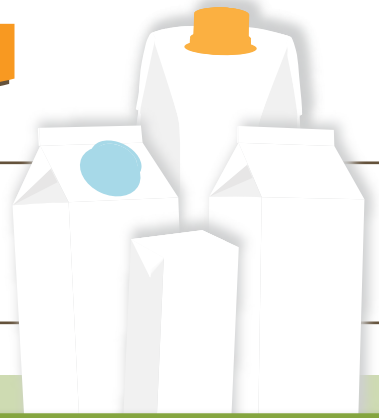


Consumers More Than Ever Believe Brands Have a **RESPONSIBILITY** in **RECYCLING**

Research reinforces that *packaging is the first place consumers look to determine its recyclability.*



TODAY

2013

91%

OF US ADULTS

expect food and beverage brands to actively help increase the recycling of their packages.



67%

OF US ADULTS

would assume a package is NOT recyclable if there is no recycling symbol or language on it.



VS

85%

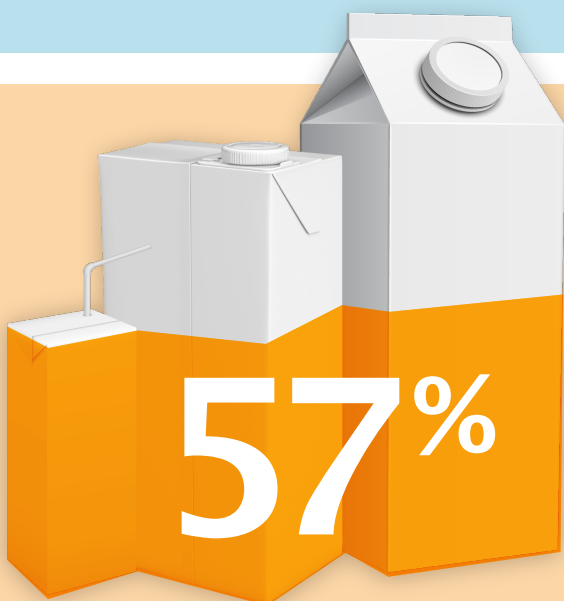
IN 2013



VS

56%

IN 2013

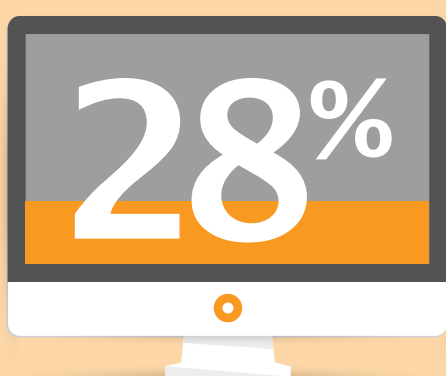


57%

look to the product's

PACKAGING

first to determine if a product is recyclable



28%

look to the product's company

WEBSITE

