



Association of Postconsumer Plastic Recyclers  
1001 G Street, NW Suite 500  
Washington DC 20001

[www.plasticsrecycling.org](http://www.plasticsrecycling.org)

February 18, 2015

Mr. Robert Flores  
Materials & Sustainability Engineer  
Berry Plastics Corporation  
101 Oakley Street  
Evansville, IN 47710

Dear Mr. Flores:

APR, the Association of Postconsumer Plastic Recyclers, is pleased to acknowledge Berry Plastics' Versalite™ food and beverage packaging as meeting APR's Responsible Innovation requirements. Responsible Innovation is a key step to achieving APR's more rigorous Critical Guidance Recognition.

A Review Committee, appointed per the APR Responsible Innovation Acknowledgment Operating Procedures, reviewed your February 13, 2015 data submission and concluded the Responsible Innovation requirements of testimonials and information presentation were met. The Review Committee commends Berry Plastics for its efforts in providing a comprehensive submission.

The APR Responsible Innovation program is intended to acknowledge that an innovation is likely not disruptive to the postconsumer collection/sorting industry and to the postconsumer plastic processing industry. The program directs innovators to collect testimonials addressing specific questions and to publicly describe the innovation to APR members. The Responsible Innovation program is intended to address the need for preliminary acknowledgment of innovations not yet included in APR's Critical Guidance testing programs.

APR thanks Berry Plastics for its cooperation in using the Responsible Innovation program. The program is part of an overall effort to improve the quality of recycled packaging by helping innovators to gauge the consequences of the Versalite™ polypropylene innovation.

Our acknowledgment applies only to Berry Plastics's Versalite™ and not necessarily to other food and beverage packaging using cellular polypropylene as those packaging systems would need to be tested themselves. When a Critical Guidance Document guideline is prepared that is appropriate, we invite Berry Plastics to pursue APR Recognition through testing the Versalite™ innovation.

Yours truly

Executive Director,

Cc. Jon Rich, Chairman and CEO  
Berry Plastics Corporation  
101 Oakley Street  
Evansville, IN 47710

The Voice of Plastics Recycling™

