



Prequalification letter for converters and/or material manufacturers

How2Recycle has evaluated the packaging specifications of the package listed below, and determined that it is eligible for the following How2Recycle label, subject to important conditions below.

Company:	Sonoco Products Company
Date:	02/01/2023
Package or innovation type:	Canister, Cap, Lid
Product trade name(s):	EnviroCan PB - Foil - Canada
Label #:	17233
Label Image:	

Important conditions

This is a prequalification only; the ultimate How2Recycle label provided for consumer-facing on-pack use is still to be determined. This letter does not guarantee that the label listed will always be provided for every use of this package. Recyclability is complex and factors including product application, the addition of attachments of fitments, or any modifications to the packaging material, structure, or format other than what was originally submitted to How2Recycle by this member may impact the final label provided. **For example, liquids or greasy and sticky products are not eligible to receive the Store Drop-Off label; see the How2Recycle Guidelines for Use for more detail.** All relevant packaging and product considerations at play in each specific instance will dictate the label provided to brands and retailers, and the label is subject to change at any time.

Note that this letter is not a “certificate”. The How2Recycle program is not a certification program, and this label is to be used for marketing purposes only.

Who is able to use this How2Recycle label?

This label is only valid for the above member listed. When referring to the How2Recycle label with its customers or supply chain partners, Member shall inform those parties that they must become a member of How2Recycle in order to use any How2Recycle label iconography. Specifically:

Brands and/or brandowners or retailers with consumer-facing packaging must enter into a How2Recycle Membership Agreement with GreenBlue in order to use the How2Recycle Label on packaging. These types of companies are not required to become members of the Sustainable Packaging Coalition in order to become a member of How2Recycle.

Instructions for brand or retailer members who would like to use this How2Recycle label on packaging

On the How2Recycle Member Platform, create a New Label Request. In that form, fill out all details about packaging components and materials. Upload this letter as an image.

Any packaging converters, material manufacturers or other supply chain partners that are not brands must contact and enter into a How2Recycle Membership Agreement for Non-Package Use with GreenBlue in order to use the How2Recycle Label or iconography in marketing materials. These types of companies are required to become members of the Sustainable Packaging Coalition in order to become a member of How2Recycle.

Instructions for other converters or material manufacturer partners who would like to use this How2Recycle label in marketing materials

Contact how2recycle@greenblue.org.

Member's obligations for use of this How2Recycle label

Required review and approval process for member's marketing materials

GreenBlue must review and approve use of the How2Recycle label examples, or mention of How2Recycle® by name, prior to its intended use on or in any:

- Outreach, communications, and educational materials, including general marketing materials;
- Signs, exhibit materials, printed publications, presentations and websites;
- Sustainability reports or annual reports;
- Demonstration or sample packaging used for marketing and exploratory purposes only;
- Press releases
- Social media

How to mention How2Recycle in marketing materials

In any marketing materials, websites, press releases, or any other public facing materials, Member should not put quotation marks around How2Recycle (“How2Recycle”); should not put spaces in between How2Recycle (How 2 Recycle); should not refer to How2Recycle as How to Recycle; and should not abbreviate How2Recycle (to H2R or any other shorthand). The first mention of How2Recycle on each web page or marketing material should include the registered trademark symbol after How2Recycle (How2Recycle®) but repeated mentions of How2Recycle thereafter do not require the use of the registered trademark symbol. Member should not publicly refer to How2Recycle as a “certification” or an “endorsement.” Rather, Member should use phrasing like “How2Recycle has prequalified this package,” or “Member has received a How2Recycle label for this package.”

The How2Recycle label may NOT:

- be used on consumer-facing packaging (until and unless brand or retailer member requests it through How2Recycle Member Platform, by uploading this letter to the Label Request Form).
- be used to imply endorsement of environmental/sustainability claims or other certification.
- be shared with other material manufacturers, packaging converters or supply chain partners for use in their marketing materials unless that company is also a member of How2Recycle.

IMPORTANT: For Store Drop-Off labels

If Member receives a Store Drop-Off label for its packaging, Member shall not make generic terms like “recyclable” prominent in marketing materials while de-emphasizing that it is recyclable via Store Drop-Off. In other words, Store Drop-Off must be mentioned next to every mention that the package is recyclable, and Store Drop-Off in that instance shall not be deemphasized via size of text or other means. When Store Drop-Off is mentioned in marketing materials, it should not be put inside quotation marks.

Further information

How2Recycle is a packaging recyclability labeling system and is owned, developed and licensed by GreenBlue for the purpose of facilitating and encouraging consumer recycling of packaging and industry-wide understanding of recyclability. GreenBlue is the owner of all intellectual property rights in the How2Recycle Label iconography and all supporting materials. To learn more about membership visit how2recycle.info/join.

For any questions about this pre-qualification, please contact how2recycle@greenblue.org.