

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



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magnomer
ATTRACTIVE RECYCLING 

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The need for recyclable packaging

| Trifecta of risk for consumer brands



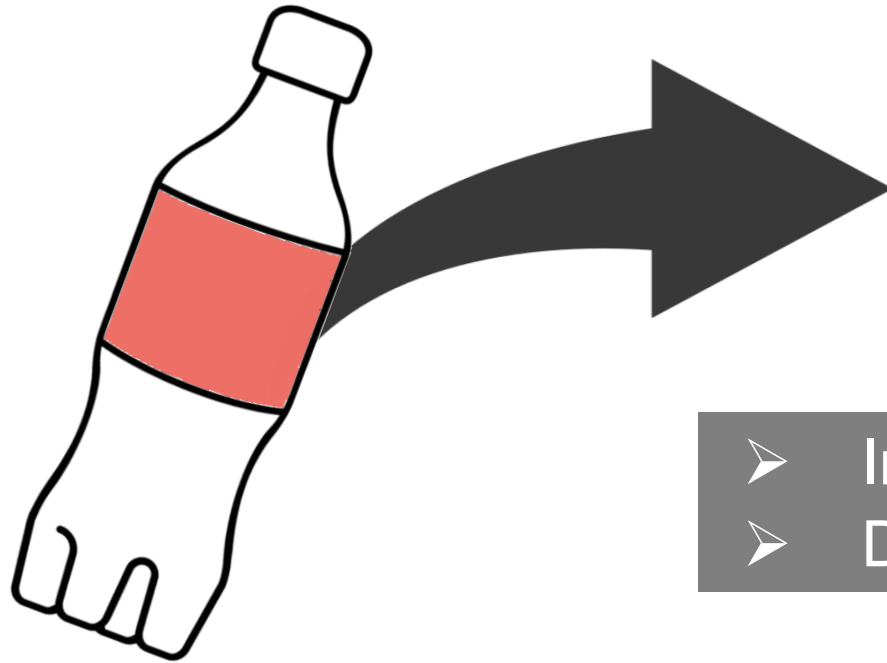
Brands need packaging that is

Recyclable | Scalable | Functional | Cost-effective

Design 4 Manufacturing

≠

Design 2 Recycle

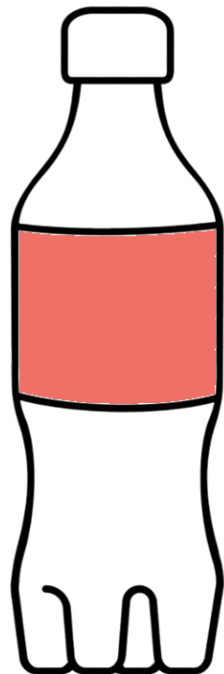


Bottle plastic ≠ Label plastic

- Inability to separate reduces viability of recycling
- Design gaps in multiple packaging categories

Magnetizable inks: A Design2Recycle™

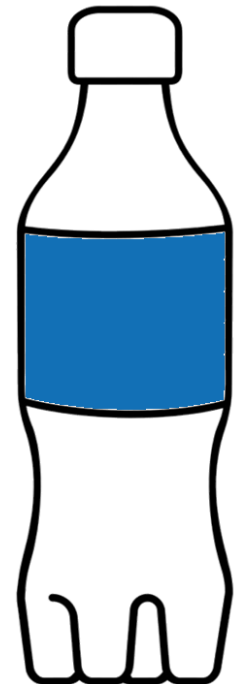
| Patent-pending technology for existing packaging



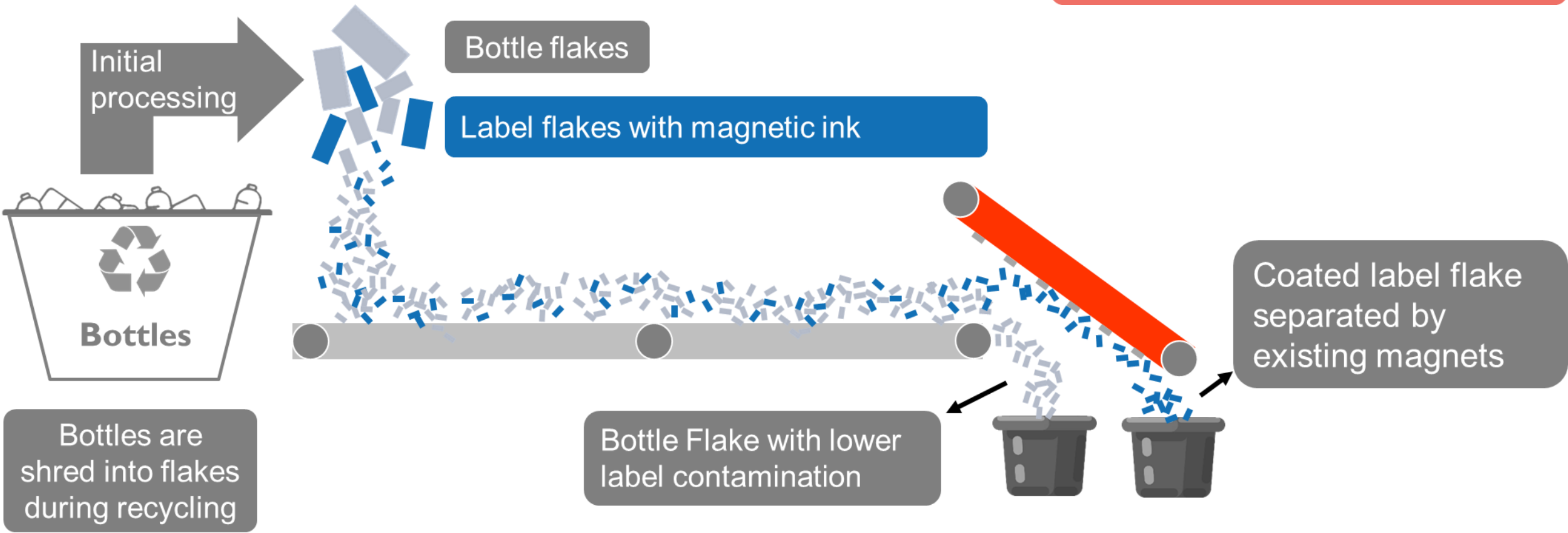
**Ink enables
magnetic separation**



Easy separation
Increases recycled yield
Reduces recycled plastic cost



Ink = Separation = Recycling
[Watch demo here](#)



Presenting...
a Design2Recycle™

Product: Magnetizable inks

Manufacturers



AVERY DENNISON 
EASTMAN



 **Labelmakers**
Group Pty Ltd

 **Printpack**
GLOBAL LABEL SOLUTIONS

Printers

Brands

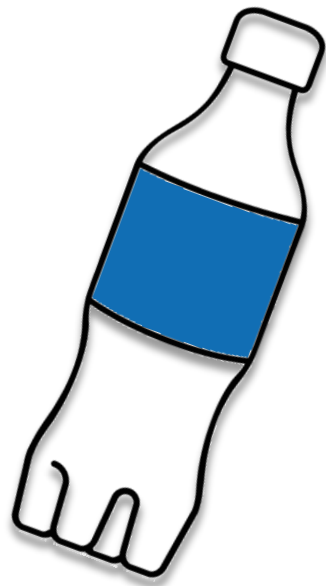


 **PEPSICO**
Coca-Cola




Applicability across verticals

| Manufacturability meet recyclability



PET Bottles | HDPE Bottles | Aluminum cans | Multi-layer flexibles

Inks for labels

- 01 | Shrink sleeves: Largest contaminant in PET recycling
- 02 | Pressure-sensitive labels contaminate HDPE recycling
- 03 | Magnetizable inks enable label removal, Enhance recycling yields

Commercial pilots



Inks for multi-layer packaging

- 01 | Printable inks on individual layers of multi-layer packaging
- 02 | Inks allow removal from municipal stream
- 03 | Magnetizable inks allow separation during recycling




About to launch...


- 01 | Successful commercial pilots with PepsiCo, Fuji Seal
- 02 | Priced similar to premium inks in a \$80+B label market
- 03 | Manufacturing Capability >100 tons



Looking for partners to grow
in US, EU & ASEAN



Large Market with pressing problem



Affordable, adaptable, scalable solution



Strong defensible IP



Successful pilots w/ market leaders