



## A Flexible – and Recyclable – Alternative to Rigid Containers

**PacXpert™ Packaging Technology** is an innovative technology that enables the transition from larger traditional rigid containers to flexible packaging options. The distinctive cube-shaped flexible stand-up pouch is shelf stable and can stand equally well upright or on its side. Its combination of durability and light weight make it a desirable option for a variety of packaging applications. And now, there is another extremely desirable feature: recyclability, using Dow’s patented RecycleReady Technology.

**RecycleReady Technology** from Dow offers the packaging value chain a sustainable, recyclable packaging system – a way to create flexible packaging that can be easily recycled through existing PE film recycle streams, such as grocery store drop-off programs.

### Two Innovative Technologies Enable Greater Sustainability

When compared to traditional rigid packaging alternatives, packaging made utilizing PacXpert™ Packaging Technology already offers numerous potential sustainability advantages:

- Uses less material to make each package
- Increases transportation efficiency with empty packages shipping flat, potentially lowering CO<sub>2</sub> emissions
- Offers a higher product-to-package ratio
- Lowers waste removal costs
- Occupies less receptacle space and landfill space

Available in a range of sizes (1L – 20L), the innovative packages made possible through PacXpert™ Packaging Technology hold the potential for use in numerous household, institutional, and industrial applications.\*

EDIBLES		NON-EDIBLES
• Edible Oils	• Rice & Grains	• Paint & Coatings
• Sauces	• Breakfast Cereal	• Detergents & Cleaning Products
• Honey & Syrups	• Dry Baking Products (flour, sugar, etc.)	• Seeds
• Water & Juices	• Snack foods	• Cat Litter
• Dry Pet Food or Treats		• De-icer Pellets
		• Fine Aggregates (filter sand, etc.)

\*Specific contents appropriate for use may depend upon package compatibility, converter and/or filling line capabilities.

Now, through RecycleReady Technology, the advantages continue with the opportunity to recycle pouches made using PacXpert™ Packaging Technology through available store drop-off programs for PE bags and packaging.

Utilizing Dow’s available broad portfolio of PE resins, RecycleReady Technology allows converters and brand owners the ability to bring to market packaging with the convenience and features of typical multi-material, multi-layered pouches – such as those made using PacXpert™ Technology – with the added benefit of recyclability.

In conjunction, RecycleReady Technology has been proven for low barrier applications like dry foods, frozen foods, and dry products (both edible and non-edible). Developing technology improvements to allow an even greater variety of end-use applications are ongoing.



## Exclusive Licensing Opportunities

RecycleReady Technology and the RecycleReady trademark are being promoted across the value chain and will help brand owners and retailers around the world know what technology to ask for in support of their flexible packaging recycling efforts.

**RECYCLEREADY**  
TECHNOLOGY  
for store drop-off recycling

RecycleReady Technology allows converters to not only utilize the technology, but also promote the capabilities to their customers (using the trademark). When brand owners and retailers request RecycleReady Technology from their converters, their final package structure can be submitted to the Sustainable Packaging Coalition (SPC) to qualify for the “How2Recycle” label.

When approved for use, the “How2Recycle” label can be printed on the packaging, providing conspicuous evidence of its recyclability to consumers, as well as clear instructions regarding the recycling process – in this case, the “grocery store drop-off” system.



PacXpert™ Packaging Technology is licensed globally by Dow through an exclusive agreement with Smart Bottle Inc. Dow is sub-licensing this exciting technology to select converters who may then leverage the technology to promote differentiated flexible packaging solutions to the marketplace. Dow’s RecycleReady Technology is being promoted through converters who then seek SPC approval for their packaging structures on behalf of their customers (i.e., brand owners).



## Advantages Across the Value Chain

Together, PacXpert™ Packaging Technology and RecycleReady Technology are offering converters, brand owners, retailers, and consumers many reasons to embrace this new packaging format:

- Recyclability through store drop-off programs and other potential sustainability advantages
- Shipping/logistics/warehousing efficiencies
- Shelf appeal and product branding opportunities
- Reduced breakage and product waste
- Ease of use and storage

For more details regarding Dow’s PacXpert™ Packaging Technology and RecycleReady Technology, and how to take advantage of these opportunities, use the contact information below.



## PacXpert™ Packaging Technology Commercial Leaders by Geography

Global	China	Japan	Europe/Middle East/Africa	Latin America	North America
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