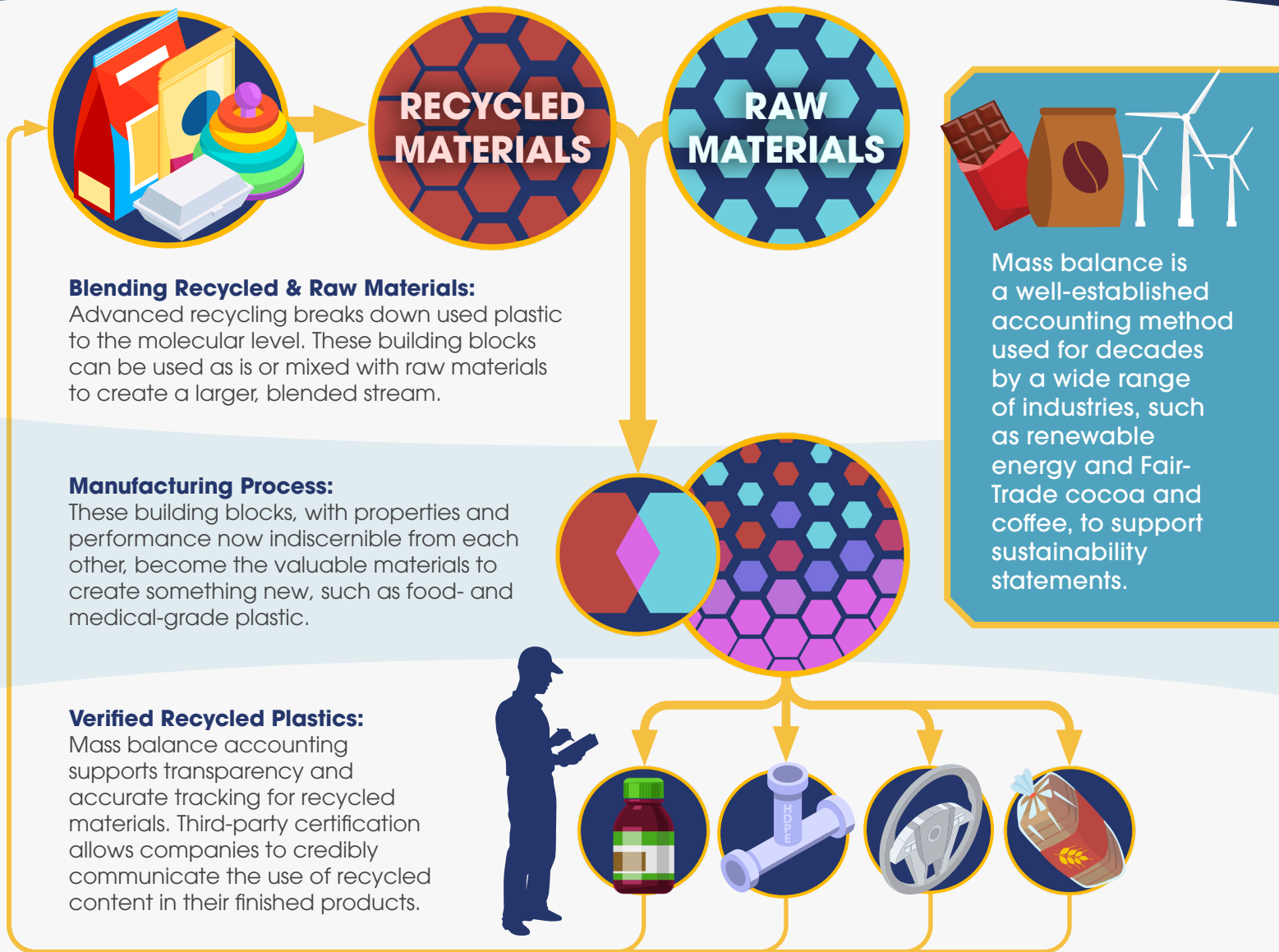


# SUSTAINABLE SOLUTIONS THAT STRIKE A BALANCE

## MASS BALANCE EXPLAINED

Hundreds of companies have established goals to use more recycled plastic in products and packaging. How are they tracking their use of recycled materials and labeling their products accordingly? That's where the third-party certification process of mass balance comes in – and it can be applied to a variety of recycling processes. Here's how it works.



**We're working toward a goal of plastic circularity, in which plastic can be made and remade again and again.**