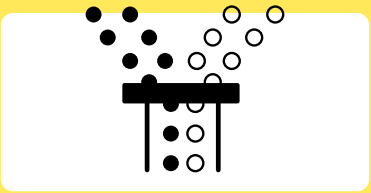
Mass balance can help meet recycling goals

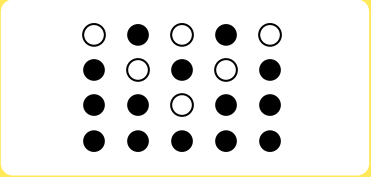
Across the U.S. ambitious goals have been set to reduce waste and increase the use of recycled and responsibly sourced materials across the economy.

This third-party-audited accounting method tracks how much sustainable material enters a system and ensures that no more than that amount is credited in finished products.

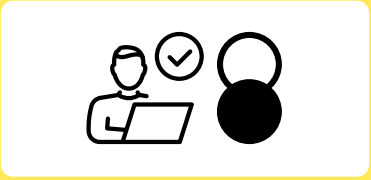
How Mass Balance Works



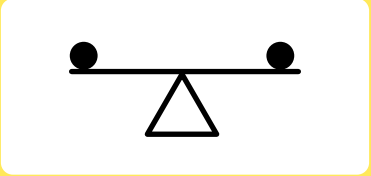
Both recycled and virgin material enter the manufacturing process.



Materials are blended during continuous processing.



Independent auditors verify that recycled content claims match actual inputs and outputs.



The amount of recycled material credited to products cannot exceed the amount that went in.

Similar accounting methods are already used in familiar industries

Chocolate
Cocoa beans from many farms are mixed, but certification ensures the amount sold as Fair Trade matches what certified growers produced.

Cotton
Fibers from multiple farms are blended for spinning and weaving, and mass balance guarantees the correct volume of sustainably grown cotton is allocated to finished products.

Renewable Energy
Electricity mixes on the grid, but renewable energy credits based on similar accounting methods ensure the amount of clean power sold doesn't exceed the amount of clean power generated.

In the manufacturing of products made with recycled materials, recycled and virgin feedstocks blend in production, and mass balance verifies—through independent audits—that the amount of recycled content claimed in final products (or packages) never exceeds what actually entered the system.

Independent auditors track recycled inputs, reconcile outputs, and ensure the amount of recycled material credited to products never exceeds what actually entered the system, creating consumer trust in recycled-content claims.

Why this matters

Advanced recycling produces recycled raw materials that flow into integrated manufacturing systems for clothing, packaging and other products. Without mass balance, manufacturers would arbitrarily not be able to count this recycled content even though it is real, verified, and audited.

Mass balance can help:

- **Increase supply of recycled content** available for making new packaging and products, especially food-grade packaging
- **Increase recycling of hard-to-recycle plastics** like films, pouches, wrappers, and other essential packaging for food and agriculture
- Maintain **affordable packaging options** for consumers
- Provide manufacturers **reliable verification** of recycled content
- Keep more material **out of landfills**
- **Support recycled content verification** across a growing range of consumer products, including textiles and clothing

Mass balance is a proven, certified method that can help make large-scale recycling possible in real manufacturing systems. Manufacturers need tools that are transparent, practical, and built for commercial scale manufacturing.