e-halo
managing sustainability everyday

Efficient & compliant method of recyclability assessments,
at scale

In collaboration with How2Recycle & The Recycling Partnership

A game-changer partnership

e-halo, Aura's market-leading packaging sustainability platform, will provide automated recyclability assessments validated by **How2Recycle** (H2R) at the touch of a button. Our strategic partnerships with **How2Recycle** (H2R) and **The Recycling Partnership** (TRP) connect our data and information systems to deliver increasingly harmonized, efficient, local recycling information and labels, at scale. This will **reduce validation duration significantly** for suppliers and provide municipality-level consumer communication at the point of disposal.

How does this work?

- **e-halo** harmonizes packaging data transfer at scale, enabling automated recyclability assessments and receiving municipality data at the federal level.

- **e-halo** connects seamlessly with H2R and TRP's recycling data, to enable efficient information flow for all our clients and H2R / TRP members.

- Education is paramount to **Aura, H2R** and **TRP** and this partnership promotes responsible information direct to consumers. Dynamic labels on packaging will allow end users to dispose of packaging by the correct route relevant to their ZIP code.[1]
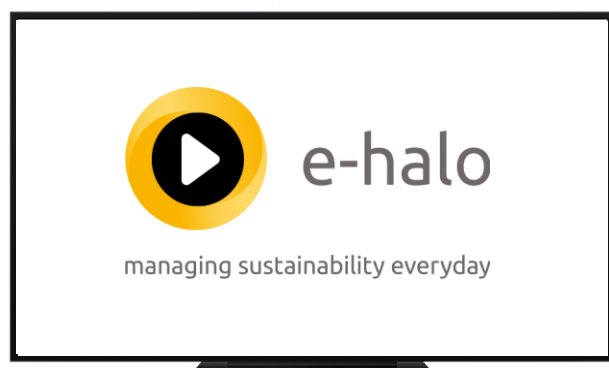
[1] Using TRP's extensive data set, covering 97% of the US population.

Explore how to:

- **Save time** and drive operational efficiencies with advanced packaging data.

- **Ensure compliance** and confidently meet EPR requirements.

- **Make accurate, trustworthy on-pack claims** to educate consumers.

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The benefits

✓ **Drive efficiency:**
Save time and eliminate pain points caused by manual data entry and approval processing.

✓ **One source of truth:**
Proactively access recyclability assessments and label designations via Aura's **e-halo** platform.

✓ **Avoid duplication:**
One specification is used by all three parties to deliver a best-in-market solution.

✓ **Reduce consumer confusion and enhance brand credibility:**
Communicate accurate recycling instructions using our combined technology, at scale.

✓ **Achieve greater accuracy:**
Minimize errors with **e-halo's** automated approval and data transfer to/from **H2R** and **TRP's Recycle Check**.

How2Recycle

The Recycling Partnership
SOLVING FOR CIRCULARITY

Close the loop on packaging recyclability,
at scale

In collaboration with How2Recycle & The Recycling Partnership

Preparing for new packaging legislation

In today's competitive landscape, it's essential for retailers and brands to demonstrate how they're closing the loop on packaging circularity to meet strategic goals, promote sustainable practices and make accurate recyclability claims.

Brands and retailers are rapidly innovating recyclable packaging and updating labels as they prepare for EPR compliance. As part of this initiative, it's essential to obtain compliant methods for communicating on-pack recycling information at a local/municipal level. To expedite this delivery, industry - wide coordination of common on-pack labeling to consumers is key to distribute material back into the circular economy.

Why?

- **Only 21% of residential recyclables are being recycled.[1]**

- **Material is being lost to the trash that could be filtered back into the circular economy to help companies meet their recycled content goals and reduce waste.**

- **There is so much consumer confusion about packaging recyclability.**

- **The change of pace to recycling systems means that people require frequent communication to stay informed.**

- **A lack of communication from local recycling programs results in consumers looking to packaging labels for 'accurate' recycling information.**

[1] The Recycling Partnership. 2024. State of Recycling: Present and Future of Residential Recycling in the U.S
https://recyclingpartnership.org/residential-recycling-report/

Closing the loop on packaging circularity

A common language is needed to enhance consumer engagement with local recycling programs. Messaging needs to be available in all relevant touchpoints where consumers are making decisions:

- Online shopping through retail apps
- Digital and physical points of sale
- On pack labeling
- At disposal location

By harmonizing labeling between the widely utilized **How2Recycle** and **Recycle Check** on-pack solution along with consumer-facing interactive communications tools, we have a fantastic opportunity to dramatically reduce confusion and drive progress toward packaging circularity.

e-halo enables you to streamline the creation of **How2Recycle** and **Recycle Check** labels, boosting consumer engagement and recycling efforts.