



# Digimarc Recycle

Unlock Circularity

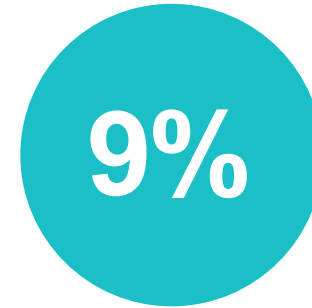
# Immense Pressure & Legislation Demands Action



of consumers are unsure how to recycle plastics

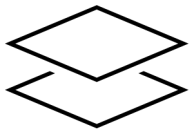


of plastic is incinerated, landfilled, or leaks into the environment



of plastic 'closes the loop'

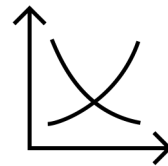
Today's technologies will not suffice to achieve plastic circularity



Products need to be designed for recycling



Mandatory recycled content targets are coming



PCR price > virgin & availability of PCR grades is missing

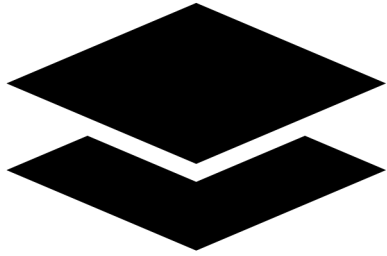


EPR becoming widespread; taxes & bans increasing



Conscious consumers demand more and voting with wallets

# Current Sorting Technologies Cannot Deliver the PCR Needed For True Circularity



**NIR** cannot identify food/non-food, other grades, and many multi-layer or composite structures



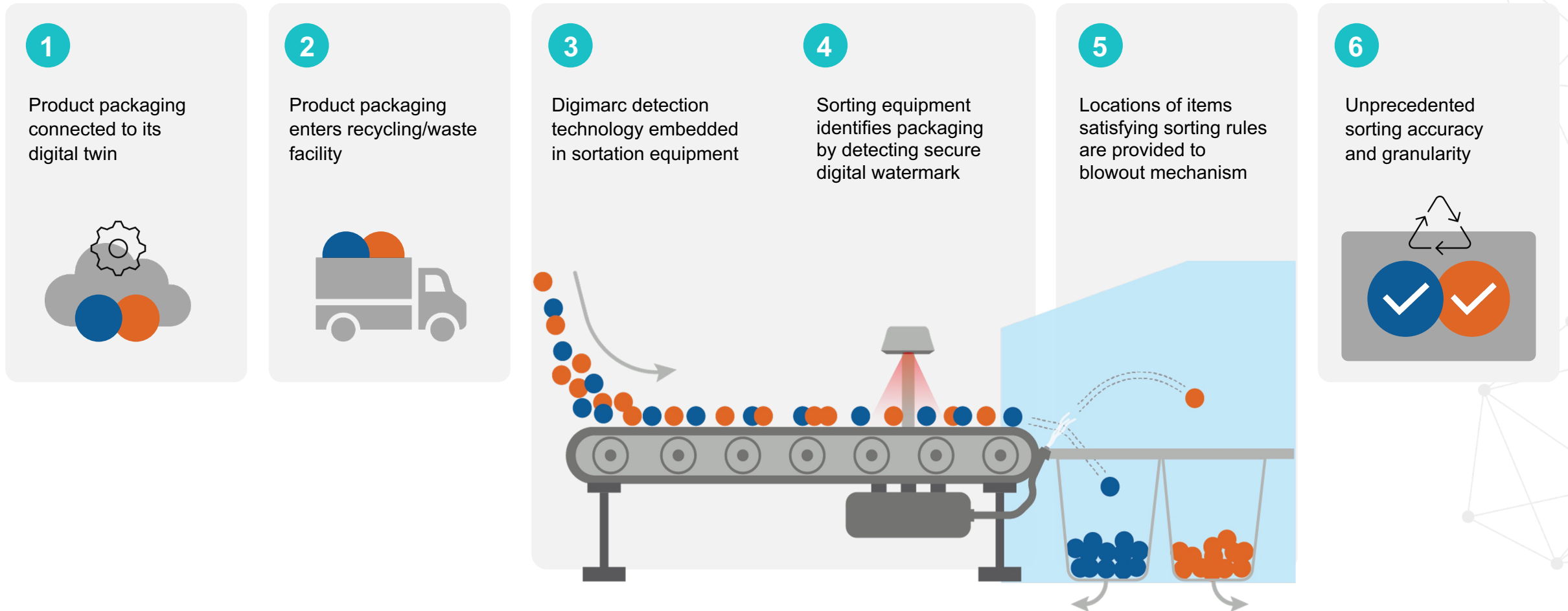
**AI/OR** is not proven to scale to the 000's items required, and struggles to classify some form factors, especially at end of life



Only **Digital Watermarking** can reliably provide SKU-level identification at scale, independent of material

# Digimarc Recycle Can Transform Waste Sortation

## How does it work?





# Why Digital Watermarking?

Looks like this...



Performs like this...



Imperceptible



Robust



Granular

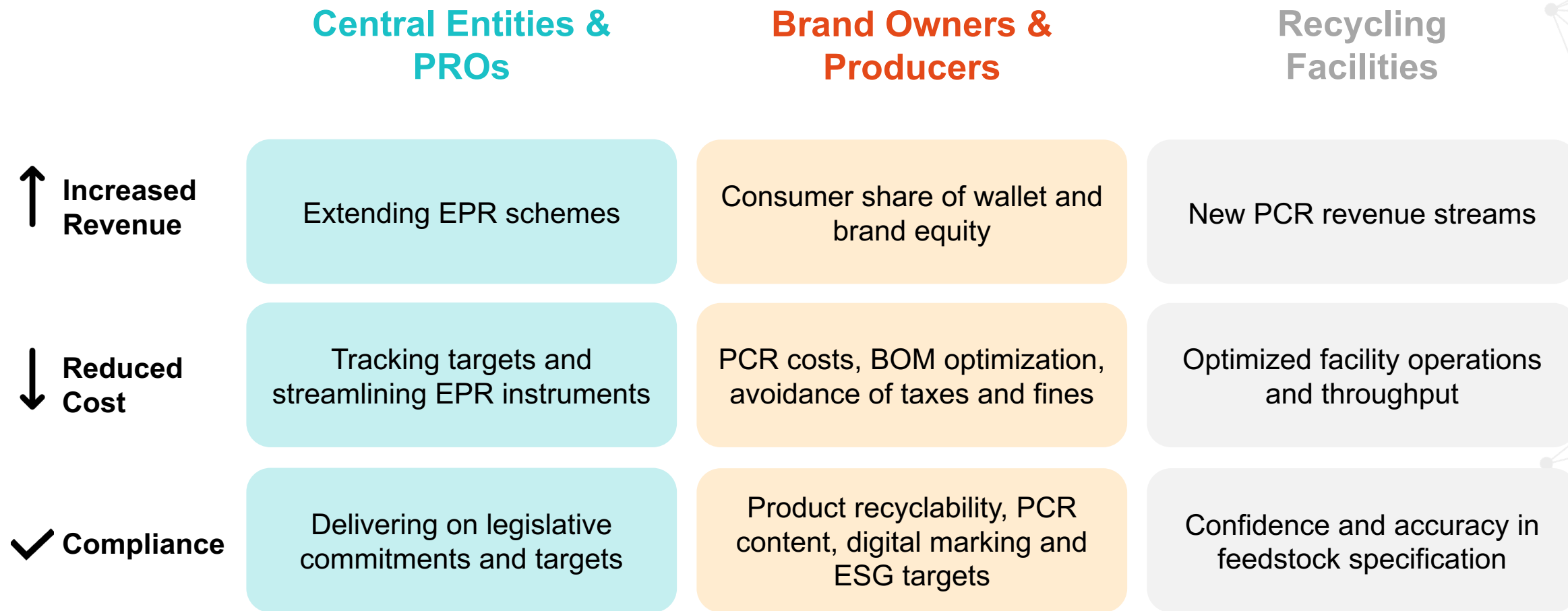


Deterministic



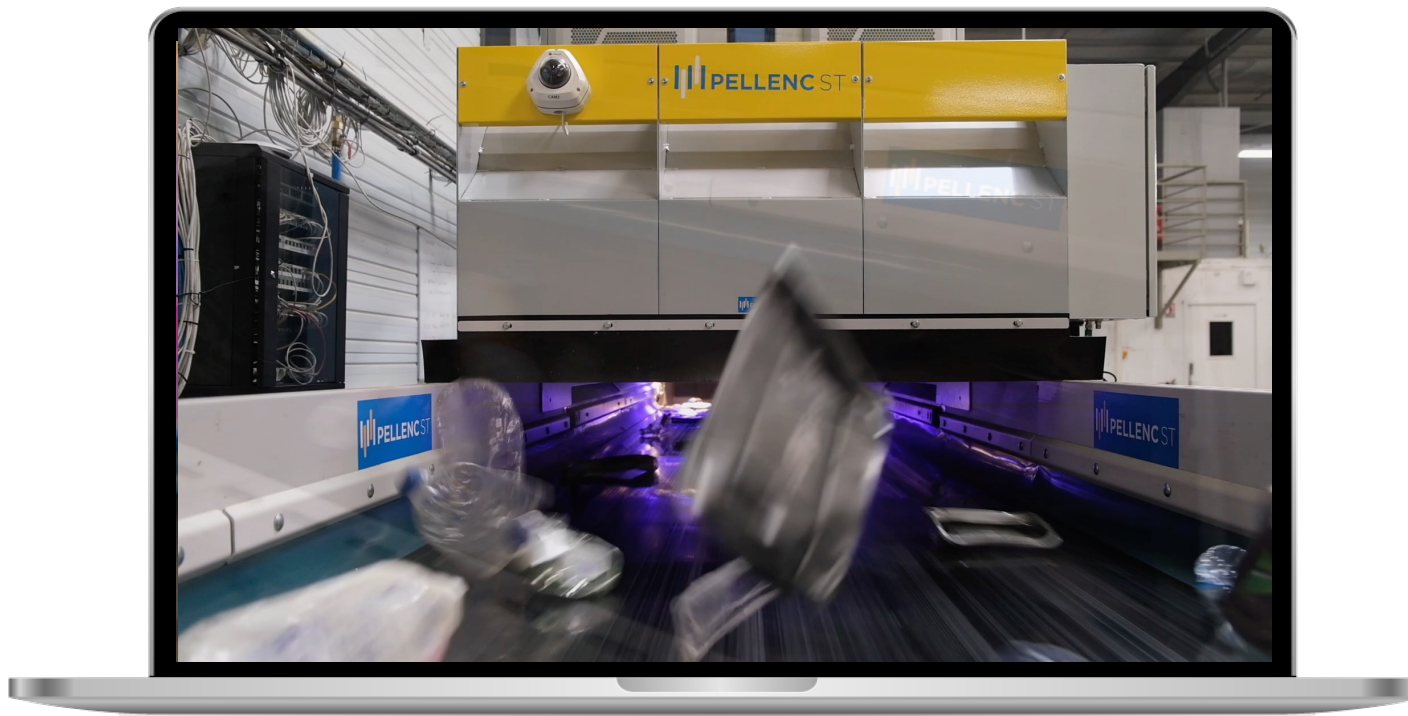
Extensible

# Compelling ROI Opportunity Across The Value Chain



# Proven at Scale & in Industrial Conditions

Consistent high performance across all tested categories of plastic

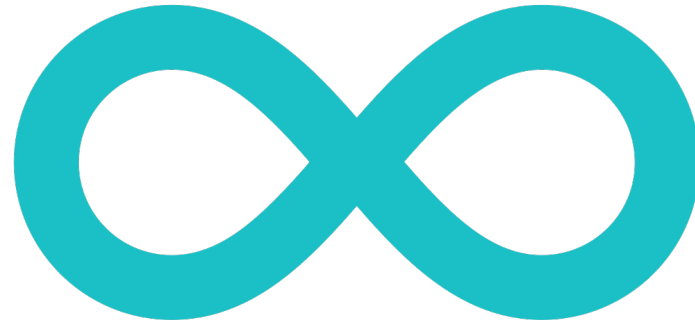


>125,000 Items

>250 SKU

>95% Detection Rate

# Break Down the Adoption Barriers and Drive Network Effects



**Unlimited** recycling  
facilities

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**Unlimited** brands,  
retailers and producers

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**Unlimited** products  
and items

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We invite pioneering central entities to leverage Digimarc Recycle and transform plastic circularity for <\$1 per capita!