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Brand owners and recyclers finally get the best of both worlds!

Following recent trials undertaken at TOMRA as part of NEXTLOOPP's lead-up to demonstrate the PolyPPRISM™ technology at commercial scale, the team has trialed their innovative fluorescent markers on MCC Verstraete's In Mold Labels (IML).

For these trials TOMRA's AUTOSORT™ unit, FLYING BEAM™, with integrated UV illumination was used. Direct spectrophotometric measurements analysed the strength of the fluorescence emissions to ensure that there was sufficient fluorescent signal to provide the highly-effective sorting of food-grade labelled packs.

The trials, which resulted in 100 percent purity and 100 percent yield during internal tests, propel the multi-participant project a step closer to their goal to produce high-quality recycled food-grade polypropylene (FGrPP).

Having established these successful sorting rates, NEXTLOOPP are working with MCC Verstraete, one of their 48 participants, to showcase [NextCycle IML™](#), a new generation of in mold labels that features automatic detachment and removal during conventional recycling processes.

NextCycle IML™ consists of an adhesive-free, fully printed (with non-bleeding inks) PP label wrapped-around a PP tub that is separated from the containers at the grinding and air elutriation stages. This technology readily separates printed label flakes from natural PP container flakes and avoids the risk of ink and decoration contamination.

This innovative technology means that brands can have fully decorated IML containers that are used over natural PP substrates to provide a separate stream of natural PP free from print and label residues.

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Further trials are to follow on NEXTLOOPP participant branded products to demonstrate the viability of using new generation decorative technology designed for polypropylene (PP) packaging that can be effectively sorted and decontaminated back to food-grade resins. COPY ENDS

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