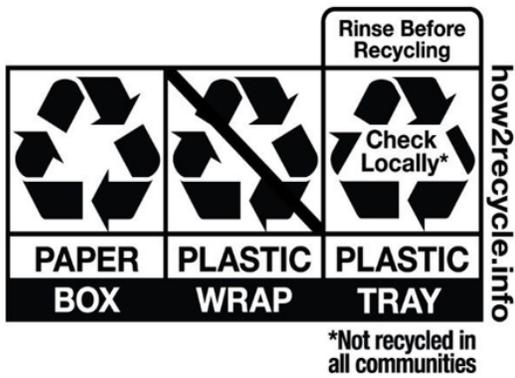


How2Recycle (H2R) is a member-based labeling system that aims to standardize and clarify recycling instructions for consumers using on-pack labels. They use several criteria, including consistency with federal and state laws, to assess whether a package is recyclable and can be labeled as such.

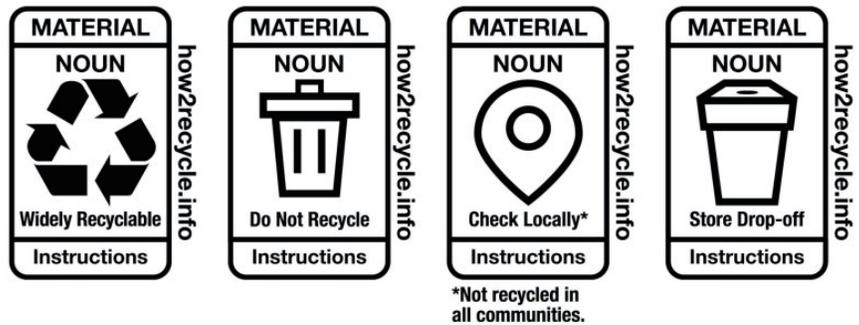
Created in 2008 as a project under the Sustainable Packaging Coalition (SPC) and its parent environmental nonprofit GreenBlue, H2R is now the most recognized on-pack labeling system for disposal instructions, with **over 800 members and thousands of certified SKUs.**

Legacy Label System



New Label System, 2026

HOW2RECYCLE PRO LABELS



The figure above shows what H2R labels look like in the U.S. How2Recycle recently updated their label designs to comply with California's new **Truth in Labeling Law, SB 343**. The photo on the left features H2R's old **Legacy Labels** that have been replaced by **H2R Pro Labels**, shown on the right, that comply with SB 343 and provide clearer disposal instructions for consumers.

US Recycling Label Designation	
"Widely Recyclable"	>60% Collection Rate
"Check Locally"	20-60% Collection Rate
"Not Yet Recyclable"	<20% Collection Rate

Canada Recycling Label Designation	
"Widely Recyclable"	>50% Collection Rate
"Check Locally"	20-50% Collection Rate
"Not Yet Recyclable"	<20% Collection Rate

*Store Drop-off (SDO) designations are unique to Store Drop-off systems, which you can learn more about in our deep dives on [SDO recycling](#) and [when to use it](#).

Each different packaging product that receives a H2R label undergoes an individualized recycling assessment based on details packaging specifications that the company provides through the member platform. Each assessment is based on the five pillars that make up the definition of recyclability: applicable law, collection, sortation, reprocessing, and end markets. Based upon this assessment, each product will receive one of these labels: “**Widely Recyclable,**” “**Check Locally,**” “**Not Yet Recyclable,**” or “**Store Drop-off.**”



Applicable Law

Laws may set standards for what materials can be recycled, how they are labeled for disposal to reduce consumer confusion, and how they should be processed.



Collection

Recyclability depends on access to recycling infrastructure, consumer participation, material composition, and collection costs. Different packaging may or may not be collected in different areas.



Sortation

Packaging must be sorted by type to be reprocessed. How well materials are sorted in a MRF depends on size, shape, color, and other physical attributes. Products designed with recycling in mind are more likely to be effectively sorted and recycled.



Reprocessing

This is how easy it is to reprocess recyclables into new usable materials. For example, entities who assess material recyclability often consult the [Association of Plastic Recyclers \(APR\)](#)'s [Design Guides](#) and paper testing protocols to consider if materials will be successfully processed by reclaimers and paper mills.



End Market

Even if materials are technically recyclable, there must be a buyer (“end market”) for the recycled material who will use it to make something new. End markets are assessed based on factors like demand, scale, value, and time.

Submitting a Product for Approval Through H2R

To be eligible for a H2R label, **a company must first be a H2R member.** Member companies can submit products for H2R approval and labels through the Membership Portal. H2R members may also get pre-qualification letters, which can be provided upon request for **base materials or complete, unbranded packages.** Ultimately, the company whose brand appears on the packaging applies for and receives the final label from H2R.

California's Truth in Labeling Law, SB 343

This law governs when it is legal **to call an item “recyclable” and to use the “chasing arrows” recycling symbol.** SB 343 requires that a packaging type is accepted by **at least 60% of statewide recycling systems** if it is to be labeled as “recyclable” or with a chasing arrows symbol. **Packaging types that fail to meet this standard may not be labeled as recyclable.** This affects when and how H2R labels can be used.

SB 343 Implications

- Some common packaging formats, **such as flexible films,** that are not commonly accepted by curbside programs can no longer be labeled as recyclable.
- H2R is **downgrading several packaging formats** from a “Widely Recyclable” status to a “Check Locally” status, including some coated paper formats
- Formats that do not meet the 60% collection threshold will have to be labeled as “**Do not recycle,**” “**Check Locally,**” or “**Store Drop-off.**”