APR
Plastics Market Development Initiatives

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The Association of Plastic Recyclers (APR)
Who is APR?

International trade association

The Voice of Plastics Recycling®

Member companies committed to the success of plastics recycling
APR’s Primary Goals

- Increase Supply
- Enhance Quality
- Expand Demand
- Communicate Value
What was the problem?

- Impact of National Sword
- A tsunami of virgin resin hit the marketplace
- Lack of contracts

“Standing order for 20 trailer loads of PCR/month canceled last week – converter switched to wide-spec virgin resin.”
- Major US plastic recycler
Supply/Demand chain was upside down

High demand for FDA & Colorable.... but limited supply

High supply for non-FDA & non-colorable.... but limited demand
Demand creates value.

Value drives recycling.

“Given the current fragile recycling economics, a demand-pull for recycled plastics... is needed to start building positive momentum in the near term.”
Companies who are committed to plastic recycling use their purchasing power.

- “Pull” curbside recyclables through the marketplace
- Purchase products containing PCR
- Create demand
- Funnel money to reclaimers
- Investment in sortation
Who can become a Demand Champion?

Private Sector Company: APR Recycling Demand Champion

Public Entity: NERC-APR Government Recycling Demand Champion

State Recycling Organization: Contact Lynn Rubinstein
lynn@nerc.org
How do companies participate?

Step 1: Sign a commitment letter
Step 2: Identify PCR items(s) to purchase
Step 3: Purchase & report on those item(s)
Demand Champions commit to increase their PCR use

➢ Buy more items containing PCR
➢ Increase the amount of PCR in a current product or application
➢ Develop a new product or application for PCR.
What is the impact?

- Strengthen and increase domestic demand for residential mixed plastics.
- Help prevent “ocean plastics” by stimulating strong North American markets.
- Boost a “circular economy” for plastic packaging.
- Mitigate reliance on export markets.
- Investment in infrastructure to use PCR.
- Expanded recovery of post-consumer plastic.
- Increased and equitable value for PCR resin.
Reporting Requirements Prevent Greenwashing

• Weight and number of items manufactured/purchased and
• Percentage of PCR used in the manufacture of that item(s).

• All data submitted confidential; NDAs can be executed.

• APR consolidates Champions’ data to determine total market impact.
2018 APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT
Consistent, reliable demand is critical for recycling to be mature, vibrant and sustainable

THE INAUGURAL DEMAND CHAMPIONS

6.8 MILLION POUNDS OF POSTCONSUMER RESINS

GREENHOUSE GAS EMISSIONS FROM 1,747 PASSENGER VEHICLES DRIVEN FOR 1 YEAR

JOB CREATION IN PLASTIC RECYCLING FOR 92 PEOPLE

ALL THE PLASTIC RECYCLABLES FROM A CITY THE SIZE OF CAMBRIDGE, MASSACHUSETTS (113,333 POPULATION)

THE APR DEMAND CHAMPIONS - STRENGTHENING AND INCREASING DOMESTIC DEMAND FOR RESIDENTIAL MIXED PLASTICS

PCR USES INCLUDE:
- LDPE
- PET
- PP
- HDPE

RESULTING IN THESE ESTIMATED IMPACTS
- Gaylord Liners
- Gaylords
- Packaging
- Tier/Slip Sheets
- Trash Bags

INCREASED THEIR PCR PURCHASING OVER THE LAST 12 MONTHS BY:

Data sources:
*EPA, WARM Model
**Private conversation/industry experts
***The Recycling Partnership
2019
APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT
Consistent, reliable demand = mature, vibrant and sustainable recycling!

25.9 MILLION POUNDS OF POSTCONSUMER RESINS
RESULTING IN THESE ESTIMATED IMPACTS

GREENHOUSE GAS EMISSIONS FROM 6,369 PASSENGER VEHICLES DRIVEN FOR 1 YEAR*

JOB CREATION IN PLASTIC RECYCLING FOR 337 PEOPLE**

ALL THE PLASTIC RECYCLABLES FROM A CITY THE SIZE OF MINNEAPOLIS, MINNESOTA***
(422,351 POPULATION)

THE APR RECYCLING DEMAND CHAMPIONS - STRENGTHENING AND INCREASING DOMESTIC DEMAND FOR RECYCLABLE PLASTICS

INCREASED THEIR PCR USE BY

PCR USES INCLUDE:
PALLETS GAYLORD LINERS LABELS PACKAGING CAN LINERS TRASH & RECYCLING BINS FILM PRODUCTS

Data sources:
*EPRI models
**Eco-Products
***Product consultants/industry experts

RECYCLING DEMAND CHAMPIONS
Resources at plasticsrecycling.org

• Vendors Directory of PCR Products
• APR Recycling Demand Champions Fact Sheet
• EPA Recycled Content Benefits Calculator
• NERC-APR Recycling Demand Champions Fact Sheet
• NERC-APR Recycling Demand Advocate Fact Sheet
• Roadmap to Buying Products with Post-Consumer Recycled Content
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