Voluntary Initiatives Driving the Use of Minimum Recycled Content in Products & Packaging

Steve Alexander,
APR President & CEO
The only trade association focused exclusively on plastics recycling

The Voice of Plastics Recycling®

Companies committed to the success of plastics recycling

The Association of Plastic Recyclers
APR Primary Goals

Increase Supply
Enhance Quality
Expand Demand
Communicate Value
• APR Design® Guide for Plastics Recyclability
• Training
• APR Recycling Demand Champions
• PCR Certification
• Resource Development
• Education
• Advocacy / Legislative Activity
Design for Recyclability is the baseline for successful recycling.
APR’s Definition of Recyclable

60% consumer access

- PET
- HDPE
- PP
- PE film

Can be manufactured into identifiable product

Processed by existing infrastructure
Not Recyclable Per APR Definition

Any Design Features “render the entire package not recyclable”

Recyclable with Detrimental features

Any Design Features “detrimental
None “not recyclable”

Recyclable and APR DESIGN® GUIDE PREFERRED

All Design Features “preferred”
Market Demand Monetizes the System
2019 APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT
Consistent, reliable demand = mature, vibrant and sustainable recycling!

**RECYCLING DEMAND CHAMPIONS**
- Champion
- Denton Plastics
- ECO Products
- UPM
- Univar
- Repreve
- Berry
- P&G
- Hearing On Pepper
- Envision Plastics
- Dow
- FK Fabri-Kal

 Increaser their PCR use by

**25.9 MILLION POUNDS OF POSTCONSUMER RESINS**

**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**

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

Data sources:
* EPA WARM Model
**Private consultants/industry experts
***The Recycling Partnership
To close the loop packaging needs to get collected and recycled into new products.
You can’t have circularity without recycling...
APR PCR Certification Program
How does the PCR Certification Program work?

APR endorses third-party companies to conduct certifications.

Plastics reclaimers hire APR endorsed companies to conduct certification.

APR promotes program and certified PCR from APR members.
As the international trade association representing the plastics recycling industry, APR strongly supports efforts to increase collection and supply of postconsumer recycled plastics to augment and sustain recycled content initiatives. The APR was the first plastics related organization to publicly support mandatory recycled content legislation in 2006.