APR’s PCR Certification Program

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WHO IS APR?

International trade association

The Voice of Plastics Recycling®

Companies committed to the success of plastics recycling
APR Primary Goals

- Increase Supply
- Enhance Quality
- Expand Demand
- Communicate Value
WHO IS APR? ENSURING PACKAGE DESIGN FITS WITH RECYCLING INFRASTRUCTURE

- APR Design® Guide for Plastics Recyclability
- Test Methods
- Training
- Communication
- Advocacy
The ONLY organization focused EXCLUSIVELY on plastics recycling:
Purpose Statement

PCR Certification Subcommittee

To investigate and recommend a system which results in industry verification of PCR to:

- Provide PCR marketplace consistency through common definitions and examples
- Certify PCR suppliers through 3rd party companies
- Provide a foundation to Increase PCR brand equity
- Substantiate brand companies claims of PCR use
- Assist in verifying APR Demand Champions impact
Provide PCR marketplace consistency through common definitions and examples

PCR Definitions reviewed in detail

- ISO Guidelines (14021:2016 Section 7.8.1.1)
- FTC Green Guides (260.13)
- California Public Contract Code ((PCC) section 12200(e))
- California Code of Regulations (14 CCR, 17976- Purpose of Definitions (9))
- StopWaste – Environmentally Preferable Purchasing Guide
- Oregon Revised Statutes (ORS Chapter 279.545)
- Resource Conservation & Recovery Act (RCRA 6002)
Review of Definition for PCR

Overall – surprising amount of consistency among definitions

Three Key Elements

1. Would normally be disposed as solid waste
2. Can no longer be used for its original purpose
3. Has reached its intended consumer
Post-Consumer Recycled Content means:

• material generated by households, or by commercial, industrial & institutional facilities

• in their role as end-users of the product,

• which has been used for its intended use or can no longer be used for its intended purpose.

Note: Any material returned from the distribution chain must meet the requirement of being from end-users to be considered post-consumer.
Examples of items eligible to be acceptable as Post-Consumer Recycled Content:

• Plastic bottles and containers emptied by persons as the product is consumed
• Retail plastic bags filled at check-out and emptied at homes
• Other plastic items purchased by consumers and otherwise destined to be placed into disposal
• Plastic items purchased by a party, discarded, and collected from the environment for recycling
• Crates, buckets, totes, drums, etc. emptied by businesses as a consumer and destined for disposal
• Retail hangers
Examples of items eligible to be acceptable as Post-Consumer Recycled Content:

- Plastic strapping removed from shipping containers in a commercial setting
- Stretch wrap films removed from pallets of goods
- Agricultural scrap film, boat wrap, car wrap
- Containers of product scrapped in or returned from the distribution chain for being out of date
- Plastic items intended for retail sale that are cleaned up after a transportation spill
- Plastic food containers used in bakeries to hold bulk foodstuffs used to produce baked goods
Examples **NOT** considered as Post-Consumer Recycled Content:

- Post-industrial recycled resin including materials and by-products generated from, & commonly reused within an original manufacturing and fabrication process.

- Any failed manufactured items that are elsewise considered pre-consumer, post-industrial, or regrind material.

- Production scrap from making bottles, tubs, buckets, or thermoforms.

- Containers of product scrapped for faulty labels within the manufacturing location.

- Scrap sold or represented as ‘repro’, post-industrial reprocessed material
Certify PCR suppliers through 3rd Party Companies

• APR endorses 3rd party, qualified companies to certify
  • APR does not do certification
  • 3rd party companies conduct certification using APR/ISO definition for PCR and ISO certification procedures

• APR does not adjudicate “% of PCR content” disagreements

• PCR % specified in certification
Application Highlights

- **Ground Rules**
  - APR membership not required
  - APR does not collect a fee
  - All information from 3rd party certifiers provided remains confidential

- **ISO Certification Operational Standards are used**

- **Endorsement is at-will and valid for 3 years**
Update on PCR Certification Program

• APR Board has approved the Endorsement Application

• Certifying Companies apply for endorsement

• Endorsed certifiers begin working with Plastic Reclaimers

• National Roll Out Campaign in 2020
Thank you!

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