



Recycling Demand Champions Campaign

CONSISTENT, RELIABLE DEMAND IS CRITICAL FOR RECYCLING TO BE MATURE, VIBRANT AND SUSTAINABLE.

THE FUTURE OF THE POLYPROPYLENE AND POLYETHYLENE PLASTIC RECYCLING INDUSTRIES ARE AT RISK.



Without strong demand for broad specification postconsumer resin (PCR) produced from mixed residential plastics, consumer brand companies risk the future recyclability of much of their olefin-based (PP and PE) packaging and stunt the growth of “FDA” fully colorable PCR.

WE HAVE A SOLUTION.

BECOME A RECYCLING DEMAND CHAMPION.

Companies that participate in APR’s Recycling Demand Champion Project for “work in progress” (WIP) durable goods, play a prominent role in expanding the market for mixed residential plastics and driving investment, increasing supply, and producing more high quality PCR.

Increased demand for broad specification PCR offers many weighty benefits to brands & resin producers:

- Provides **pro-active engagement** to create strong markets for their packaging
- Creates **domestic demand** for residential mixed plastics
- Helps prevent “**ocean plastics**” by stimulating strong North American markets
- Boosts a “**circular economy**” for plastic packaging
- Mitigates reliance on **export markets**
- Delivers active “proof points” of **plastics’ sustainability**
- Matures plastics recycling industry towards expanded production of **high quality PCR** for packaging.

Your company’s commitment to purchase WIP durable goods manufactured with broad specification PCR will make a significant and measurable impact in strengthening the plastic recycling markets.

Demand creates value. Value drives recycling.

The Association of Plastic Recyclers (APR) is the international trade association representing the plastics recycling industry. APR works to enhance the quality, increase the supply, and communicate the value of recycled plastics. Visit PlasticsRecycling.org for more information.

“Given the current fragile recycling economics, a demand-pull for recycled plastics... is needed to start building positive momentum in the near term.”

Ellen MacArthur Foundation, New Plastic Economy Catalyzing Action 2016

What will the impact be of China’s National Sword export ban and customs enforcement action when 60% of collected PP is exported? Where will it go in 2018?

“I had a standing order for 20 trailer loads per month of PCR and last week, the order was canceled because the converter switched to off-spec virgin resin.”

Major US plastic recycler, June 2017

A tsunami of virgin resin – an estimated 8 billion pound increase – is to hit the marketplace soon.