



Recycling Demand  
Champion 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.



**THERE IS A SOLUTION.**

### Become a Recycling Demand Champion.

APR's Recycling Demand Champions commit to purchase "work in process" (WIP) durable goods and thereby play a prominent role in expanding the market for mixed residential plastics and driving investment, increasing supply and producing more high quality PCR.

#### Members of the Recycling Demand Champion Program recognize:

- Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant and sustainable and,
- A strong demand-pull for recycled plastics is needed to ensure not only the maintenance of but also the building of a more robust recycling supply chain.

#### Demand Champions look for their efforts to:

- 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, and
- Mitigate reliance on export markets.

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](http://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 olefin virgin resin – an estimated 8 billion pound increase – is to hit the marketplace soon, further putting competition and pressure on the recycling resin market.*