



Looking Back on a Year of Growth - A Letter from Steve Alexander, APR President

Happy New Year,

On behalf of the APR Board of Directors, and your APR staff, thank you for your continued support of APR in 2017. We extend our best wishes to you and your family for a safe, healthy and prosperous 2018.

Despite the challenges our industry faced throughout the year, APR's membership continued to grow, and our efforts to elevate the voice of plastic recyclers were met with tremendous success. APR has increasingly become the key contact and technical resource for all matters related to the plastics recycling industry. A clear priority for the APR board is to ensure we have the structure and resources to provide the industry the technical resources it requires, while continuing our search for additional sources of good, clean supply.



We implemented several programs aimed at increasing demand for material, along with others focused on enhancing quality by reducing contamination. The APR Recycling Demand Champions Campaign highlighted manufacturing applications to utilize PCR, and was met with overwhelming interest. Just last week one manufacturer indicated intent to replace 250,000 wood pallets with pallets made with PCR, leading to more than 2 million pounds of increased demand in that one application alone. The program continues to add new members who commit to using PCR in new applications replacing virgin resin, and additional vendors are signing on as suppliers. We anticipate this will become a seminal program of APR going forward.

Another key initiative last year was working to define PET resin for purposes of the Resin Identification Code in California, thereby eliminating the ability for containers with PETG to be labeled with the "PET #1" designation, again resulting in less contamination in the PET stream. Efforts to address multi-layer containers that received APR Critical Guidance are on the agenda to address in 2018. APR also continues to collaborate with Calrecycle, the regulatory agency in Sacramento, to divert more material from landfills, increase demand for PCR, and support plastic recyclers. Calrecycle is expected to unveil several proposals in February.

APR has initiated a dialogue with MRF groups from several organizations to develop consensus on what is acceptable and can be properly sorted in the MRF process, in order to supply recyclers with a more consistent and clean stream of material. We developed the APR Sortation Potential Protocols, providing converters and brands a method to test products to determine their ability to be sorted properly. This was a major effort, and one of the first projects of its type in any material group. We also launched the first of its kind industry-wide film test protocol, while continuing to provide technical

advice to the Material Recovery for the Future project which seeks to create a process to collect film and flexibles in curbside programs. Yet another first of its kind, the Life Cycle Inventory for PET with the addition of HDPE and PP, should be finalized shortly.

Efforts to expand our testing protocols across the globe took a major step forward with the establishment of a Global Plastic Recycling Protocol group, led by APR, EBPB and Plastics Recycling Europe. Information about this initiative to take APR test methods across the globe will be presented at the APR Meeting in Nashville.

2017 saw continued growth with the Brand Owner Training program, which encourages the use of the APR Design® Guide for Plastics Recyclability in the development of packaging or containers. This program, along with efforts to work with manufacturers who produce containers that contaminate the recycling stream, combined with our work as a technical resource to the How2Recycle label, are all part of APR's strategy to improve the quality and recyclability of material as it is introduced into the waste stream; resulting in more good material for recyclers. Addressing issues related to labels, bale quality, degradable additives, and multi-layer materials remain a priority for APR Technical programs, and are also part of that strategy.

China certainly was a major topic in 2017, and APR was able to bring the concerns of our industry to the Department of Commerce and the office of the United States Trade Representative. More importantly, APR believes that China's action serves as a wake-up call to the need for the long overdue necessary investment in collection and sortation infrastructure in North America, so that we do not continue to be reliant on a volatile export market for industry success. Plastic recyclers need, and have the ability and capacity, to sort and process more good material.

We continued to serve on the board of The Recycling Partnership, the innovative and highly successful program focused on increasing the amount of good recyclable material placed in the stream by consumers, as well as identifying programs to capture more material that is already in the stream. APR's participation is critical to ensuring that plastic recyclers have input into this critical effort.

Please take a moment to review the committee achievements below. The chart reflects a sampling of the projects undertaken, and identifies how each impacts APR's primary goals: ***Increase the Supply, Enhance the Quality, Expand the Demand, and Communicate the Value of Recycled Plastics.***

As always, please feel free to contact me or any of our staff with any questions at any time. Your continued advice, counsel and support are greatly appreciated. Thank you. We look forward to working with you in 2018.

A handwritten signature in black ink, appearing to read "Steve Alexander". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Steve Alexander, APR President

Looking Back on a Year of Growth - 2017 Projects and Deliverables

Projects	Demand	Supply	Quality	Productivity	Value Communication
Demand Champions	✓	✓			✓
Grocery Rigids		✓	✓		✓
Life Cycle Analysis	✓		✓		✓
PCR Guidelines	✓	✓			✓
MRF Subcommittee		✓	✓	✓	
Plastic Sorting BMPs		✓	✓	✓	
Largest City Survey		✓			
Potential Sorting Protocols		✓	✓	✓	

Projects	Demand	Supply	Quality	Productivity	Value Communication
Synvina Collaboration - PEF			✓		
Critical Guidance Recognition		✓	✓		✓
Responsible Innovation		✓	✓		✓
Pressure Sensitive Label Adoption		✓	✓	✓	✓
Adoption of PET Resins for Blow Molding	✓	✓	✓		✓
Sleeve Label Evaluation		✓	✓		✓

Projects	Demand	Supply	Quality	Productivity	Value Communication
Multi-Layer Study in CA			✓		
European Outreach			✓		✓
Design Guide Growth	✓	✓	✓		✓
How2Recycle Collaboration	✓	✓	✓	✓	✓
TLMI Partnership	✓	✓	✓		✓
Consumer Brand Group	✓		✓		✓

Projects	Demand	Supply	Quality	Productivity	Value Communication
Film Benchmark Test		✓	✓	✓	
Film Toolkit		✓	✓		
Meal Kits Research			✓	✓	
MRFF		✓	✓	✓	

Projects	Demand	Supply	Quality	Productivity	Value Communication
Press & Media	✓	✓	✓	✓	✓
Recycling Messaging Campaign			✓		✓
Recycling Beyond Bottles		✓	✓		
Webinars	✓	✓	✓	✓	✓
Website Development	✓	✓	✓	✓	✓
Meeting Planning	✓	✓	✓	✓	✓
Conferences & Presentations	✓	✓	✓	✓	✓

THE VOICE of Plastics Recycling



WHO WE ARE

APR is the international trade association representing the plastics recycling industry. Membership includes independent recycling companies of all sizes, processing numerous resins, as well as consumer product companies, equipment manufacturers, testing laboratories, organizations, and others committed to the success of plastics recycling. APR works to enhance quality and increase supply through technical resources, testing programs, design solutions, corporate training, regulatory leadership and education programs.

To learn more or to join, please visit our
website plasticsrecycling.org



The Association of
Plastic Recyclers