



The Association of
Plastic Recyclers

Which APR program is right for you?



I have a great new product or technology that's recyclable.

[APR Guidance Recognition](#) identifies innovations that are technically compatible with recycling. Recognition is not approval or certification and does not guarantee recyclability.

To qualify, innovations must meet the requirements of the appropriate [APR test protocol](#).

APR also acknowledges Responsible Innovations when official Guidance is not available, and highlights industry leading innovations at its annual Recycling Showcase event.

I'm a plastics reclaimer generating PCR pellet/flake/regrind.

The [APR Postconsumer Resin \(PCR\) Certification Program](#) endorses qualified third-party certifiers and promotes APR member companies that certify their PCR.

APR does not conduct the certification. Plastic reclaimers hire an APR-endorsed certifier to conduct the certification.

Any plastic reclaimer can participate in this program, but APR only promotes its member companies that receive certification.

I'm expanding the use of PCR in my products.

[APR Recycling Demand Champions](#) play a key role to expand the market for residential plastics and drive investments that increase the supply of high-quality PCR.

Any *new* use of PCR qualifies. Demand Champions may:

- purchase products containing PCR
- increase the amount of PCR in a current product or application
- develop a new product or application for PCR

Who is APR?

The Association of Plastic Recyclers (APR) is an international trade association representing the plastics recycling industry. APR works to enhance quality and increase supply with technical resources, testing programs, design solutions, corporate training, regulatory leadership, and educational programs. APR is *not* a certifying organization.

I want to learn more about APR membership.

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