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Newest APR Recycling Demand Champion Companies Announced at the 2020 Plastics Recycling Conference in Nashville, TN
Campaign Continues to Experience Exponential Growth

The groundbreaking campaign that expands market demand for recycled resins and improves plastic recycling in North America announced new commitments during the 2020 Plastics Recycling Conference held in Nashville. Developed by the Association of Plastic Recyclers (APR), the APR Recycling Demand Champions Campaign plays a prominent role in driving investment and increasing supply of PCR.

Originally announced in October 2017 with 10 participating companies, that number grew to 20 companies in 2018 and 40 in 2019, and has generated over 30 million pounds of new demand for postconsumer resin (PCR), over the last two years.

APR is pleased to announce the new APR Recycling Demand Champions:

- GreenMantra
- Blusions Laundry
- Rehrig Pacific
- GreenLine Polymers
- Happy Family Organics
- Polytainers
- Viva
- Charter Nex Films

“We are thrilled with the exponential growth of this campaign, in both the volume of new PCR utilized in the market, as well as the number of companies that have committed,” commented Liz Bedard, Director of the APR Olefins/Rigid Plastic Recycling Program. “APR applauds those companies that recognize the importance of an ongoing commitment to the success of plastics recycling, are expanding how they view potential applications for PCR use in products, and are creating new markets for the material.”

The campaign includes any and all new volume PCR utilization. This can be achieved by purchasing “work in process” (WIP) goods that contain PCR for use in manufacturing facilities, developing a new application for PCR, and/or increasing PCR usage in a current application.

“The APR Recycling Demand Champions Campaign provides a critical pathway to the Circular Economy and compliance with the The New Plastics Economy (NPE) Global Commitment, led by the Ellen MacArthur Foundation, now signed by over 400 companies worldwide,” stated Steve Alexander, APR’s President and CEO. “This campaign has also become an avenue for companies to enhance the sustainability of their packaging and meet publically announced sustainability goals.”

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The Association of Plastic Recyclers (APR) is *The Voice of Plastics Recycling*[®]. As 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 advocates the recycling of all plastics. Visit www.PlasticsRecycling.org for more information.