



Become an APR Film & Flexibles Recycling Demand Champion



Consistent, reliable demand for post-consumer film and flexible recycled plastic is critical for recycling to be mature, vibrant, and sustainable.

The [Association of Plastic Recyclers](#) (APR), in partnership with The Recycling Partnership's [Film & Flexibles Coalition](#), brand owners, NGOs, retailers, trade organizations, and other members of the recycling value chain, recognize the need to increase end market demand for post-consumer recycled resins.

A strong demand-pull for post-consumer and post-residential film and flexible recycled plastics is needed to ensure the film and flexibles recycling supply chain can expand.

The [APR Film & Flexibles Recycling Demand Champion Campaign](#) was created by APR and The Recycling Partnership's Film & Flexibles Coalition to foster and build the end-use marketplace for post-consumer film and flexible plastics. Collectively and voluntarily, Film & Flexible Demand Champions look to improve film and/or flexibles plastics recycling by committing to *increase* their use of PCR.

Film & Flexible Demand Champions look for their efforts to:

- Strengthen and increase domestic demand for film and flexible plastics.
- Help prevent "ocean plastics" by stimulating strong North American markets.
- Boost a "circular economy" for film and flexible plastic packaging.
- Mitigate reliance on export markets.

You want to be a Champion – what's next?

There are two ways in which companies may participate in this Campaign and fulfill their commitment to bolstering demand for post-consumer plastic.



Product Buyers: The company commits to increase its use of products that contain PCR film & flexible plastic. In this scenario, companies are bolstering demand for PCR film & flexible plastic by purchasing products that contain this material.



Product Makers: The company commits to increase the amount of PCR film & flexible plastic used in a current or new application or product they make. In this scenario, companies are bolstering demand for PCR film & flexible plastic directly by purchasing PCR pellet.

A special focus on recycling household film

Is your company committed to supporting and expanding recycling for film that was used in homes? If so, you can select the “**Residential Film Champions Option**” on the next page. This represents a subcomponent of the APR Film & Flexibles Recycling Demand Champions campaign that is specifically focused on supporting the development of a market for residential film PCR. If you select the Residential Film Champions Option, then you commit to purchasing products made from film that was (a) used in homes and (b) recycled either through a MRF or through Store Drop-off channels.

But are trash bags really worth it?

Your company might be asking itself: *“Why should I support demand for recycled film that ends up in a product like trash bags when trash bags can’t be recycled? Don’t we want to “close the loop” and create a circular economy?”*

Creating a circular economy for films is an end goal for many, however, it will take baby steps to get there from where we are today. The reality is that existing technology and investments limit recycling film packaging back into film packaging. Compounding this issue, there is limited demand for the film PCR products that are currently available.

Demand creates value, and value drives recycling.

By committing to the Residential Film Champions Option and purchasing currently available film PCR products, your company will send a strong, focused message to end markets that they should buy residential film from MRFs and Store Drop-off channels, and recycle it into products that technology and end markets have already mastered, e.g. trash bags, pallets, slip sheets, etc.

As demand for these types of products grow, this increased demand will strengthen residential film recycling markets. Over time, new investments can make it more financially feasible to recycle film packaging back into film. But we cannot get to that stage without first creating demand for residential film.

Get started with the vendors directory!

APR maintains a [directory](#) of vendors selling products that contain PCR. With help from The Recycling Partnership’s Film & Flexibles Coalition, this directory now also contains products specifically made from household film.

APR Film & Flexibles Recycling Demand Champions Commitment Letter and Pledge

We believe demand creates value and value drives recycling. Therefore, we are committing to become an APR Film & Flexibles Recycling Demand Champion and drive PCR film & flexibles use in products.

We Will Be a Product Buyer

We plan to buy products that contain PCR film and/or flexibles

We Will Be a Product Maker

We plan to buy PCR film and/or flexibles and incorporate it into our company's products



Residential Film Champions Option

The products or materials we buy, depending on the option selected above, will come from residential film sources only (store drop-off or MRF material).

By signing this commitment letter, we understand and accept the following Campaign rules:

- The Campaign is about *incremental* PCR usage/purchases and not simply the total amount of PCR used/purchased. Your company's reportable PCR is the increase from the previous year.
- Only *post-consumer* recycled content may be reported; *post-industrial* is excluded.
- In the case of the Residential Champions Option, only *residential* post-consumer recycled content may be reported.
- Only PCR film and/or flexible plastic may be reported.
- In early 2022 you must inform APR how you fulfilled your commitment to the Campaign. APR will provide a reporting form; must list all your PCR film and/or flexible plastic purchases from January 1, 2021 – December 31, 2021. You must name your vendors.
- APR will aggregate reported information from all Film & Flexibles Demand Champion companies and release a report that includes your company's logo.
- Companies that do not meet their commitment or who do not complete the reporting form will unfortunately not be allowed to participate in the Campaign the following year and their logos will be removed as a participant for the year in which they committed.

Company Name

Representative Name

Email Address

Representative Signature

Date



Submit your signed commitment letter
to Ali Briggs-Ungerer (APR) at ali@plasticsrecycling.org