

Demand Creates Value. Value Drives Recycling.

APR Film & Flexibles Demand Champions Campaign



Why?

- » Support a circular economy for film & flexible plastics packaging
- » Fulfill your company's sustainability targets
- » Mitigate reliance on export recycling markets
- » Stimulate strong domestic markets and prevent "ocean plastics"

Level up your commitment to a circular economy for film and flexible plastics.

Consistent, reliable demand for postconsumer film and flexible recycled plastic is critical for film and flexibles recycling to be mature, vibrant, and sustainable. APR, in partnership with The Recycling Partnership's Film & Flexibles Coalition, created the APR Film & Flexibles Recycling Demand Champion campaign to boost this demand.

Collectively and voluntarily, Film & Flexibles Demand Champions look to improve film and flexible plastics recycling by committing to increase their use of PCR. This commitment creates a strong demand-pull for recycled film and flexible plastics from North American households.

Two ways to participate:

"Product Makers" do this by purchasing PCR film & flexible plastic and incorporating it into their products.

"Product Buyers" do this by purchasing products that contain PCR film & flexible plastic.



FILM & FLEXIBLES
COALITION

AN INITIATIVE OF THE RECYCLING PARTNERSHIP



The Association of
Plastic Recyclers

"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

Why is demand so important?

→ Watch a Webinar:

[Complete the Cycle of Recycling: Buy Recycled!](#)

→ Listen to a Podcast:

[Increasing Demand for Recycled Plastic](#)

Who is APR?

[The Association of Plastic Recyclers](#) is an international trade association representing the plastics recycling industry. APR promotes development of the plastics recycling industry by providing leadership for long-term industry growth and vitality.





Let's Get Started!

STEP 1

SIGN THE COMMITMENT LETTER [HERE](#)

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

STEP 2

“PRODUCT BUYERS” BUY MORE PRODUCTS THAT CONTAIN PCR

Get started with items like:

- bags
- agricultural film
- construction film
- decking

Find a directory of products containing postconsumer recycled film & flexibles at PlasticsRecycling.org

“PRODUCT MAKERS” EXPAND THEIR USE OF PCR IN PRODUCTS

Buy PCR (mainly pellet, sometimes popcorn or chip) and increase your uses of PCR film and flexible plastics in a current product or application, or develop a new product or application for PCR film and flexible plastics.

Find certified PCR at PlasticsRecycling.org

STEP 3

TAKE ACTION

Starting the day you sign your commitment letter, you have until the end of that calendar year to purchase more products that contain PCR film and/or flexibles (“Product Buyer”) or new PCR film and/or flexibles (“Product Maker”).

STEP 4

REPORT YOUR SUCCESS TO APR

- At end of the year, APR sends each participant a customized reporting form.
- Companies submit it back to APR noting what was bought, how much, and from whom.
- All data submitted to APR remains confidential and NDAs can be executed upon request.
- APR anonymously aggregates data from all Film & Flexibles Demand Champions and generates an Annual Report showcasing the Campaign’s impact.

STEP 5

GET RECOGNIZED & SPREAD THE WORD!

APR recognizes the prominent role that Film & Flexibles Demand Champions like your company play in expanding the markets for film and flexible plastics. Let us celebrate your company through social media, press releases, podcasts, industry presentations, and more!