

# 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

## 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.

## Who is the Film & Flexibles Coalition?

The Recycling Partnership's [Film & Flexibles Coalition](#) works collaboratively to identify and scale recovery methods for film and flexible packaging.



# A special focus on household film



Is your company committed to supporting and expanding recycling for film that was used in homes? If so, there is a special option for you.

The “**Residential Film Champions Option**” 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.



Image courtesy of Nexus Circular

## Find PCR film vendors in our 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.



Become an APR Film & Flexibles  
Recycling Demand Champion

# 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](https://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](https://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!

Need help getting started? Have more questions?  
Contact APR Director of Market Development, [Ali Briggs-Ungerer](#)



The Voice of  
Plastics Recycling



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