



Become an APR Film & Flexibles Recycling Demand Champion



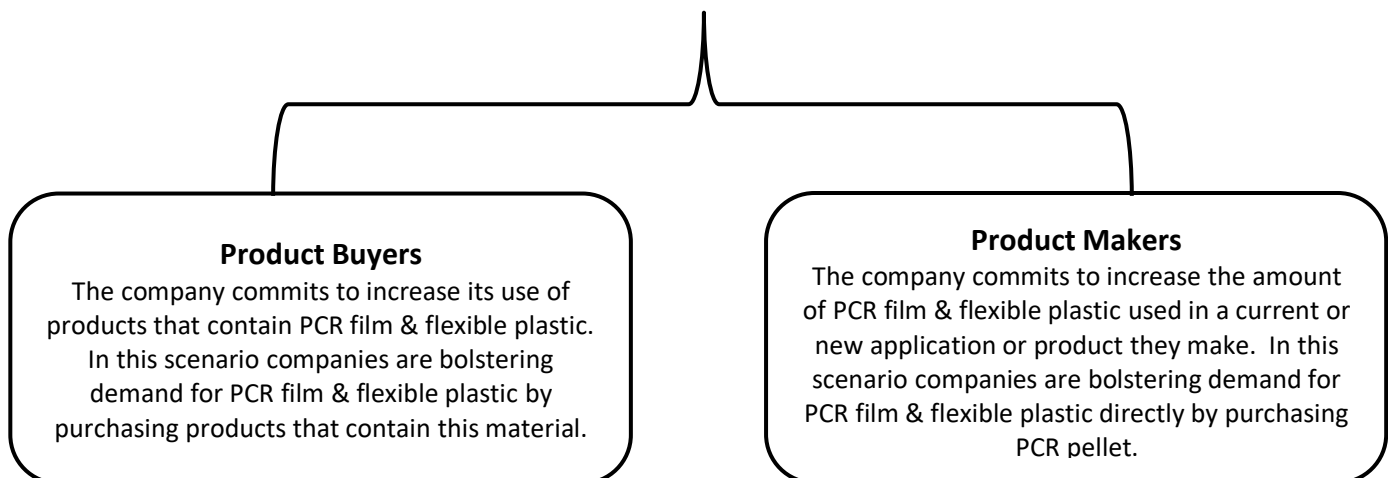
Consistent, reliable demand for postconsumer film and flexible recycled plastic is critical for recycling to be mature, vibrant, and sustainable. The Association of Plastic Recyclers (APR), in partnership with The Recycling Partnership’s Film & Flexibles Coalition, brand owners, NGOs, retailers, trade organizations, and other members of the recycling value chain, recognize the need to increase end market demand for postconsumer recycled resins.

A strong demand-pull for postconsumer film and flexible recycled plastics is needed to ensure the maintenance and expansion of a robust film & flexibles recycling supply chain. 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 postconsumer film and flexible plastics. Collectively and voluntarily, Film & Flexible Demand Champions look to improve film and/or flexible plastics recycling by committing to *increase* their use of PCR. Please consider signing on as an APR Film & Flexibles Recycling Demand Champion.

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.

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



APR Film & Flexibles Recycling Demand Champions Commitment Letter and Pledge

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.

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

OR

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

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 use/purchases is the increase from the previous year.
- Only *postconsumer* recycled content may be reported; *postindustrial* recycled content may not be reported.
- Only PCR film and/or flexible plastic may be reported.
- By January 31, 2022 you must inform APR how you fulfilled your commitment to the Campaign. APR will provide a reporting form in which you must list all your PCR film and/or flexible plastic purchases from January 1, 2021 through December 31, 2021. You must name your vendors. APR is willing to sign NDAs, if you like.
- After all reporting forms have been submitted, 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, at ali@plasticsrecycling.org