

# Demand Creates Value. Value Drives Recycling.

## Become an APR Michigan Recycling Demand Champion!

### Why?

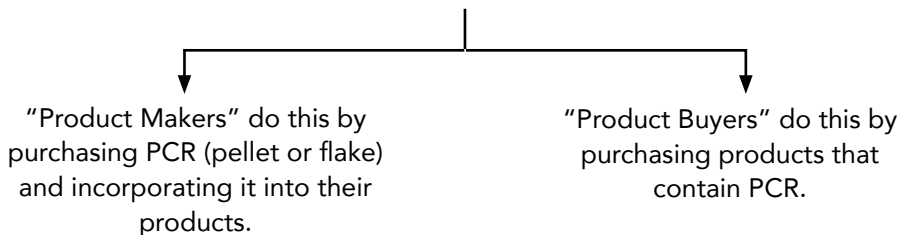
- » Support a circular economy for plastics recycling
- » Fulfill your company's sustainability targets
- » Strengthen residential recycling for mixed plastics
- » Mitigate reliance on export recycling markets
- » Stimulate strong domestic markets and prevent "ocean plastics"

### Level up your commitment to a circular economy for plastics.

Consistent, reliable demand for postconsumer recycled plastic is critical for plastics recycling to be mature, vibrant, and sustainable. The APR Michigan Recycling Demand Champion Campaign was created to boost this demand.

Collectively and voluntarily, Michigan Demand Champions commit to residential plastics recycling by increasing their demand for postconsumer recycled content (PCR).

**Michigan Demand Champions commit to purchasing more PCR, which creates a strong demand-pull for recycled plastics from North American households.**



### Learn More

- Watch a Webinar: [Complete the Cycle of Recycling: Buy Recycled!](#)
- Listen to a Podcast: [Increasing Demand for Recycled Plastic](#)
- Peruse Our Websites: [PlasticsRecycling.org](#), [MichiganRecycles.org](#), [NextCycleMichigan.com](#)

### Who is APR?

The [Association of Plastic Recyclers](#) (APR) 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 MRC?

The [Michigan Recycling Coalition](#) (MRC) fosters sustainability by leading, educating, and mobilizing business, government, nonprofit, and individuals to advance their own and collective resource use and recovery initiatives in Michigan.



Become an APR Michigan  
Recycling Demand Champion

# Let's Get Started!

STEP  
1

## SIGN THE COMMITMENT LETTER

*"We believe demand creates value and value drives recycling and, for this reason, we are committing to become an APR Michigan Recycling Demand Champion and drive PCR use in products. We will either increase purchasing of products containing PCR or increase purchasing of PCR to put into our products during the reporting period."*

**SIGN  
HERE!**

STEP  
2

## "PRODUCT BUYERS" BUY MORE PRODUCTS THAT CONTAIN PCR

It's easy to get started with items like:

- trash bags & cans
- mop buckets
- totes & crates
- pallets
- gaylords
- flexible & rigid consumer packaging
- packaging supplies

**APR makes it easy to find  
products that contain PCR!  
Find the product directory at  
[PlasticsRecycling.org](https://PlasticsRecycling.org)**

## "PRODUCT MAKERS" EXPAND THEIR USE OF PCR IN PRODUCTS

Buy PCR pellet or flake and increase the amount of PCR in a current product or application, or develop a new product or application for PCR.

**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 ("Product Buyer") or new PCR ("Product Maker").

STEP  
4

## REPORT YOUR SUCCESS TO APR

At end of the year, APR sends each Demand Champion 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 Demand Champions and generates an Annual Report showcasing the impacts of increased demand for postconsumer recycled plastics.

STEP  
5

## GET RECOGNIZED & SPREAD THE WORD!

APR recognizes the prominent role that Demand Champions like your company play in expanding the markets for mixed residential 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](#)

