



Become an APR Recycling  
**DEMAND CHAMPION**

**CONSISTENT, RELIABLE DEMAND IS CRITICAL FOR RECYCLING TO BE MATURE, VIBRANT AND SUSTAINABLE.**

## The Future of Plastics Recycling is at Risk



**THERE IS A SOLUTION.**

### Become an APR Recycling Demand Champion.

APR Recycling Demand Champions commit to purchase new volume PCR through “work in process” (WIP) durable goods, or other applications for PCR, and thereby play a prominent role in expanding the market for mixed residential plastics, driving investment, increasing supply and producing more high quality PCR. This campaign includes any and all **NEW** applications for PCR.

#### Members of the Recycling Demand Champion Program recognize:

- Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant and sustainable and,
- A strong demand-pull for recycled plastics is needed to ensure not only the maintenance of but also the building of a more robust recycling supply chain.

#### Demand Champions look for their efforts to:

- Strengthen and increase domestic demand for residential mixed plastics,
- Help prevent “ocean plastics” by stimulating strong North American markets,
- Boost a “circular economy” for plastic packaging, and
- Mitigate reliance on export markets.

Your company’s commitment to purchase WIP durable goods manufactured with broad specification PCR, or develop a new application for PCR, will make a significant and measurable impact in strengthening the plastic recycling markets.

Public entities and State Recycling Organizations, please contact [Lynn Rubinstein](#) to participate in the NERC-APR Government Recycling Demand Champion program.

### Demand creates value. Value drives recycling.

The Association of Plastic Recyclers (APR) is the international trade association representing the plastics recycling industry. APR works to enhance the quality, increase the supply, expand the demand, and communicate the value of recycled plastics. Visit [PlasticsRecycling.org](http://PlasticsRecycling.org) for more information.

*“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 2016

*What will the impact be of China’s National Sword export ban and customs enforcement action when 60% of collected PP is exported? Where will it go now?*

*“I had a standing order for 20 trailer loads per month of PCR and last week, the order was canceled because the converter switched to off-spec virgin resin.”*

Major US plastic recycler, June 2017

*A tsunami of olefin virgin resin – an estimated 8 billion pound increase – is to hit the marketplace soon, further putting competition and pressure on the recycling resin market.*



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# Let's Get Started!

## Participating in this critical program is simple.

**STEP 1**

### **SIGN COMMITMENT LETTER**

APR Recycling Demand Champion Pledge – I will be an APR Recycling Demand Champion!

*"I commit to participate in the APR Recycling Demand Champion Campaign to drive PCR use in work-in-process (WIP) items with broad specification PCR, and/or other new applications for PCR. I will increase my purchase or manufactured items with PCR within one year, and report to APR in a timely manner so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling."*

[See the full commitment letter on our website.](#)

**STEP 2**

### **OPTION A – CHOOSE PCR CONTAINING ITEM(S) TO PURCHASE**

Everyday use/catalog order items are easily available and actively being used.

Examples include:

- trash bags
- mop buckets
- trash cans
- totes
- recycle bins
- safety signs

Also, many companies are purchasing WIP (work-in-process) items:

- pallets
- collapsible pallets
- crates
- totes
- large liquid containers

[Visit our website to see vendors for items containing PCR.](#)

### **OPTION B – EXPAND YOUR CURRENT USE OF PCR**

Increase the amount of PCR in a current product or application, or develop a new product or application for PCR.

**STEP 3**

### **PURCHASE & REPORT ITEM(S)**

Within 12 months of becoming a Demand Champion, purchase or manufacture your PCR containing item(s) and report to APR. All data submitted to APR will remain confidential. NDAs can be executed upon request.

**ONGOING**

### **PROMOTION & RECOGNITION**

Your company's prominent role in expanding the markets for mixed residential plastics will be actively promoted by APR. Visit [PlasticsRecycling.org/Recycling-Demand-Champions](https://PlasticsRecycling.org/Recycling-Demand-Champions) for a list of current Demand Champions and the far-reaching press the program has received.

APR is available to assist Champions to develop their work plan; please contact [Ali Briggs-Ungerer](#) for support. APR will consolidate Champions' year-end data to determine total market impact and, at a minimum, produce an Annual Report.