Unilever is one of the world’s leading suppliers of Beauty & Personal Care, Home Care, and Foods & Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. In the United States and Canada, the portfolio includes brand icons such as: Axe, Degree, Dove, Suave. By 2025, Unilever is committed to: 1) reducing its use of virgin plastic packaging by 50%, with more than 100,000 tonnes coming from an absolute plastic reduction; 2) helping collect and process more plastic packaging than it sells.

**Product Description**

In close partnership with suppliers, converters and supply chain, Unilever has demonstrated the ability to use rPP at high levels in components molded at fast cycle times in multicavity molds while holding critical dimensional tolerances and brand aesthetic specifications. Functional parity remained the same as with virgin resins.

Benefits of using rPP:
- Use of rPP drives market demand to increase curbside collection
- Addresses consumer demand for more sustainable packaging

Black plastic packaging is not widely recyclable via curbside collection because the carbon black pigment used in the colorant prevents optical sorter detection. Unilever has developed black bottles made with 100% PCR including 100% PCR carrier that can be detected using NIR sorting equipment and consistently meet performance and critical appearance requirements associated with personal care packaging.

Benefits of detectable black colorant with PCR carrier and PCR bottle:
- Material detected and sorted into the correct streams
- Valuable materials not going to residual lines, landfills or incineration
- Builds market demand for mixed color PCR

To overcome this recycling challenge, Unilever collaborated with APR, color suppliers, optical sorting equipment manufacturers and Sims Municipal Recycling to develop and verify plastic colorant solutions with a low/zero carbon content.

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*Thank you for participating in the 2020 Showcase!  
Your commitment to plastics recycling is greatly appreciated.*

**Steve Alexander**, APR President ____________________________  
**John Standish**, APR Technical Director ____________________________