APR Recycling Demand Champion Campaign:

Proactively Building Demand for Recycled Plastics

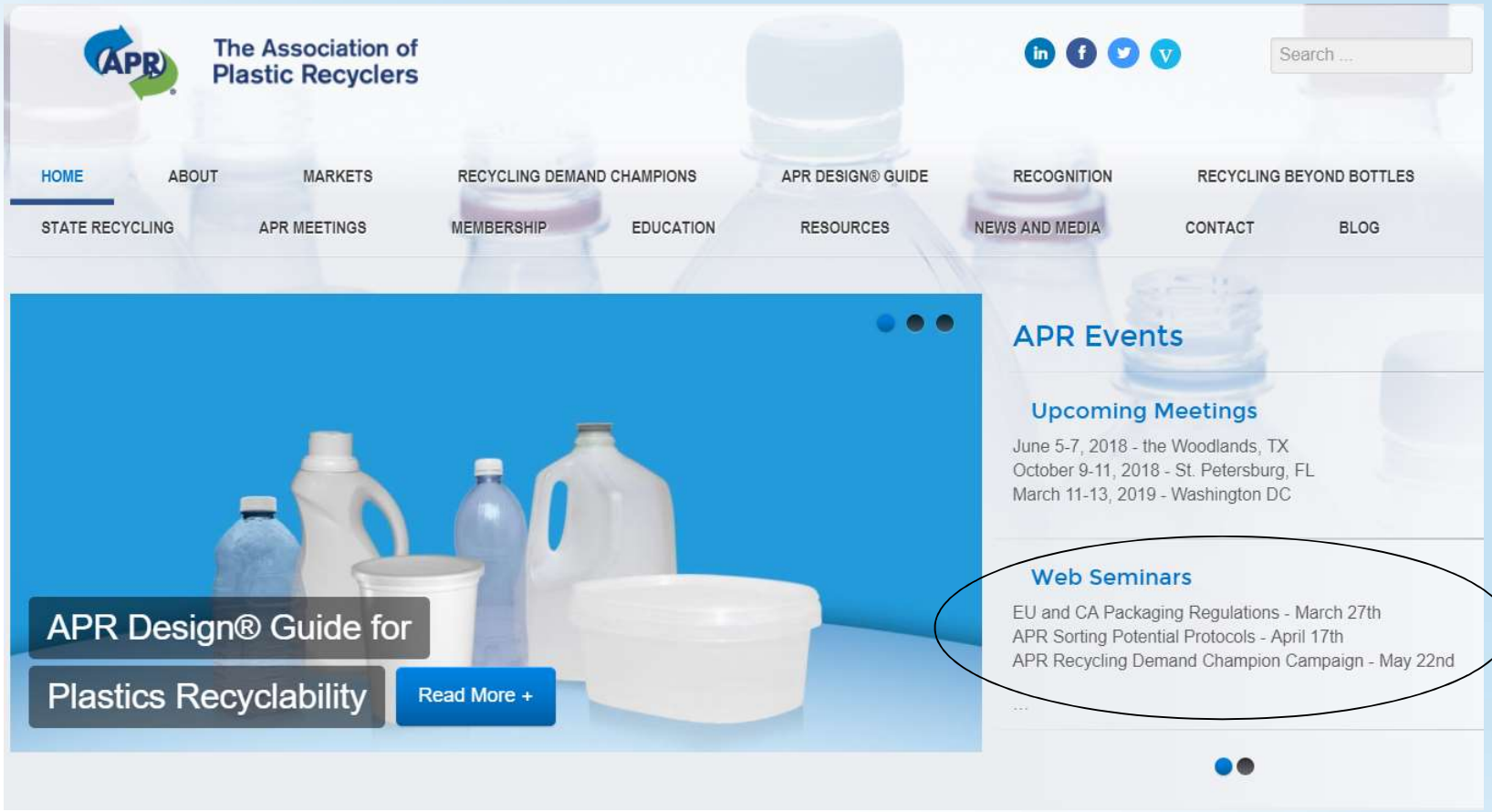
The Association of Plastic Recyclers

May 22, 2018

2018 APR Webinar Series

- EU and CA Packaging Regulations: What do They Mean for Plastics Recycling?
- APR Sorting Potential Protocols
- APR Recycling Demand Champion Campaign
- SMM: A Compliment or a Barrier to Recycling?
- Life Cycle Inventory Analysis
- Plastic Sorting Best Management Practices

Presentation slides and recording will be posted on the APR Website.



Today's Presenters

Liz Bedard

APR Director of Rigid Plastics Recycling

Steve Sikra

Section Head, Procter & Gamble

Greg Janson

CEO of QRS Recycling Inc.

Kara Pochiro,

APR Communications Director

Today's Session…

Brief Overview of APR

Current Status of Plastics Recycling

APR Recycling Demand Champion Campaign

A Processor's Perspective - QRS

A Consumer Brand's Perspective – Procter & Gamble

Questions

The Association of Plastic Recyclers

Who is APR?

- International trade association
- The Voice of Plastics Recycling®
- Companies committed to the success of plastics recycling

The Association of Plastic Recyclers

Increase Supply

Enhance Quality

Expand Demand

Communicate Value

APR Primary Goals

The Association of Plastic Recyclers

Collection
RECYCLE

Transported
to MRF

Sortation

Separated
Materials
Baled

Stockpiled
Bales

A “Perfect Storm” for the Olefin Recycling Marketplace?

What is impact of China’s National Sword given *65% of curbside collected PP is exported?*

Virgin resin tsunami about to hit the marketplace an estimated *8 billion pound increase*.

“Standing order for 20 trailer loads of PCR/month canceled last week – converter switched to off-spec virgin resin.”

Major US plastic recycler, June 2017

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Olefin PCR
Demand/Supply Chain is Upside Down

High Demand for FDA & Colorable….
but limited supply

High Supply for Non-FDA & Non-colorable….
but limited demand

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"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

The Association of Plastic Recyclers

Consistent, reliable demand for PCR =

- ***Mature*** *plastic recycling markets*
- ***Sustainable*** *plastic recycling markets*
- ***Market investment*** *in plastic recycling markets*
- *A more* ***robust & varied supply chain*** *(FDA & Colorable)*

Critical needs in today's plastic recycling marketplace

The Association of Plastic Recyclers

Recycling Demand Champion Campaign

Inaugural Kick Off

October 18, 2017 - Pittsburg

The Association of Plastic Recyclers

We are an APR Recycling
DEMAND CHAMPION

Companies *committed to plastic recycling use purchasing power* to:

“Pull” curbside recyclables through the marketplace

By

Purchasing products containing PCR

P&G

CLEAN TECH
INCORPORATED

Campbell's

Merlin Plastics

KEURIG
GREEN MOUNTAIN

ENVISION
PLASTICS

Coca-Cola

Plastipak

KW

Nestlé

Denton
Plastics Inc.
A legacy of plastics for the planet.

Berry

Champion™
POLYMER RECYCLING
A Division of Infiltrator Water Technologies

1. ***First step -*** *Sign commitment letter*

2. ***Within 6 months -*** *Identify PCR item(s) to purchase*

3. ***Within 1 year –*** *Purchase and report on PCR items*

(receive recognition, press, customized benefits report, etc.)

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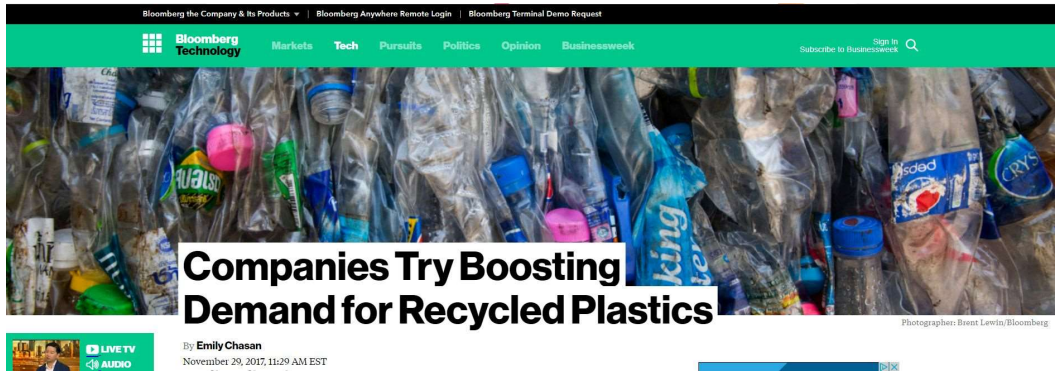
APR Recycling Demand Champion Pledge

I will be an APR Recycling Demand Champion!

I commit to participate in the APR Recycling Demand Champion Program to drive PCR use in Work-In Process (WIP) items with broad specification PCR, and other new applications for PCR. I will provide an initial list of future actions to the APR within 60 days and timely report progress so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling.

_____	_____	_____
Organization Name	**Representative**	**Date**

GREAT Press Coverage!



Motivation to Become an APR Recycling Demand Champion?

- Strengthen & increase domestic demand for residential mixed plastics
- Make a public commitment to plastic recycling
- Expand of plastic recycling infrastructure
- Boost a “circular economy” for plastic packaging
- Receive great press!
- Learn how to use/implement PCR

The Association of Plastic Recyclers

Reporting Requirements – Preventing "Greenwashing"

- APR Recycling Demand Champions will share:
  - **Weight and number of items manufactured/purchased and**
  - **Percentage of PCR used in the manufacture of that item(s).**
- All data submitted confidential; NDAs can be executed
- APR will consolidate Champions' data to determine total market impact

Become an APR Recycling
DEMAND CHAMPION

Support for Champions

Vendors Listing

Press Releases

Technical Assistance

Peer Matching

Impact Tracking & Reporting

Become an APR Recycling **DEMAND CHAMPION**

Company	Location	Website	Contact information	Pallets	Crates, Totes, Bins	Slip Sheets	Dividers	Trash Bags with PCR
Rehrig Pacific	Los Angeles, CA	http://www.rehrigpacific.com/	National Recycling Manager, Mike Riola: (323) 262-5145 mriola@rehrigpacific.com	X	X			
Greystone Logistics	Tulsa, OK	http://greystonelogistics.com/	Sustainability Coordinator/Resin Buyer, Cece Des Marais: (507) 562-6946 or (563) 528-5765 cecedesmarais@greystonelogistics.com	X				
CTC Plastics	Dayton, OH	http://ctcplastics.com/	Vice President of Puchasing, Laura Clauser-Roberts: (937) 281-4013	X				
SSI Schaefer	Charlotte, NC	http://www.ssi-schaefer.us/	Director of Sales, Andy Schumacher: (262) 751-6680 andy.schumacher@ssi-schaefer.com	X	X			
Greencore Products - Petoskey Plastics	Birmininghamm, MI	http://www.greencoreproducts.com/	Sales Specialist, Stefan Bulszewicz: (231) 347-2602 ext. 3763 sbulszewicz@petoskeyplastics.com					X
Revolution Bag	Little Rock, AK	http://www.revolutionbag.com/	Strategic Account Manager, Jess Jones: (501) 490-0395 JJones@revbag.com					X
CABKA	Hazelwood, MO	https://cabka-ips.com/	Director of Sales & Marketing, Stuart Lindemann: (314) 610-0316 s.lindemann@cabka.com	X	X			
ORBIS Corporation	Oconomowoc,WI	http://www.orbiscorporation.com/	Vice president, Strategic Sourcing Jeff Christianson (262)560-5513 jeff.christianson@orbiscorporation.com	X	X	X	X	X

What qualifies for “new” PCR demand?

Any new use of PCR by the organization – WIP products, packaging, etc.

Other?

Who can become an APR Recycling Demand Champion?

Any Organization:

- ✓Committed to plastic recycling
- ✓Wanting to be proactive
- ✓Able to create NEW demand for PCR within one year of commitment

Become an APR Recycling
DEMAND CHAMPION

Additional Champions are needed!

Liz Bedard, Director

APR Olefins/Rigids Division

EBedard18@gmail.com - PlasticsRecycling.org

The Association of Plastic Recyclers

Processor’s Perspective

The Association of Plastic Recyclers

RS
Simply Recycle.®

Vision

We envision a world that ships on recycled plastic.

Mission

Provide a domestic solution that responsibly transforms mixed post-consumer, plastic into reliable, high quality, regrind.

Domestic. Responsible. Reliable.

The “Mine”

The Challenge: 99.7+% clean

Reality of Post-Consumer Regrind

- .3% x 40,000 lbs. = 120 lbs. of bad stuff
- % of PP in PE
- % of PE in PP
- “Floaters” (EPS, Wood) in PP and PE

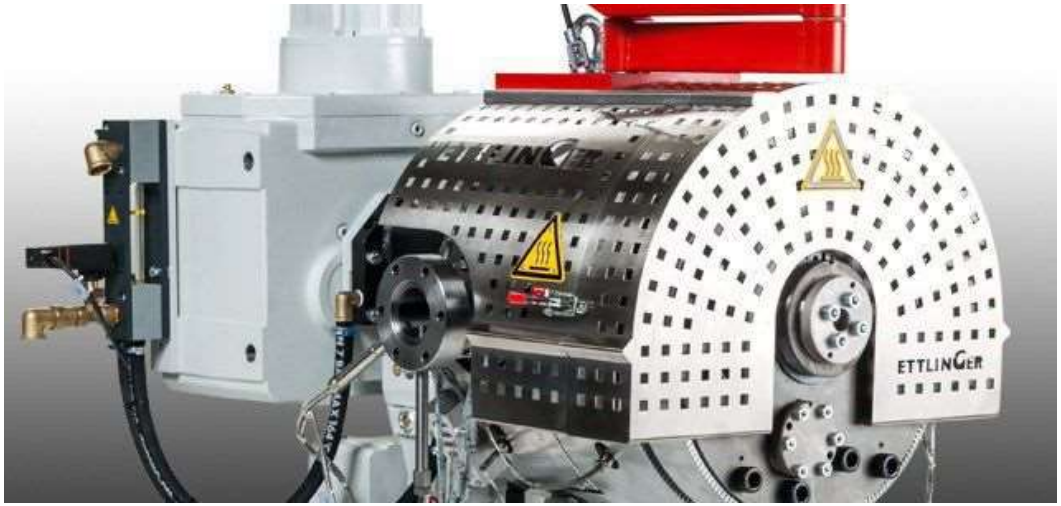
Mission Impossible

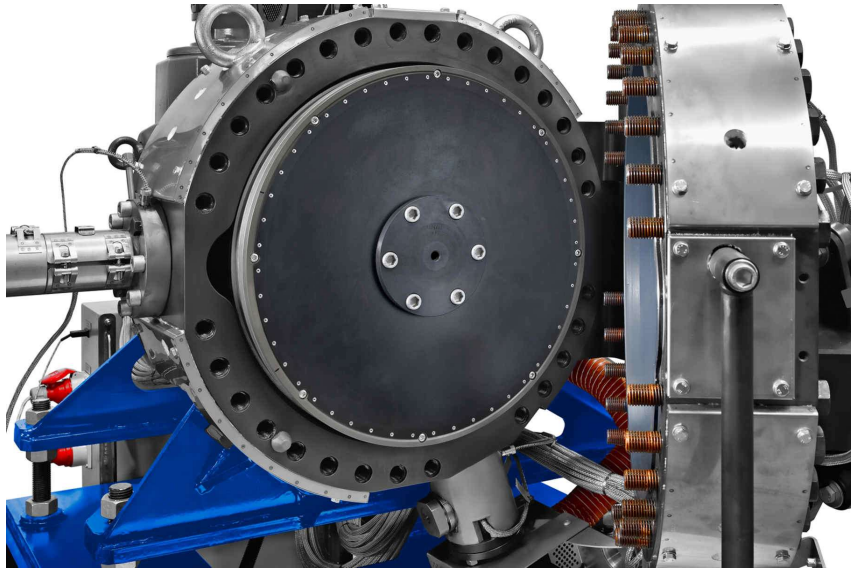
Over 50 million lbs.(260 railcars) per month of *new* wide-spec resin competing directly with recycled resin

Recycling Demand Champion Campaign

1. <u>Reliable</u> domestic *demand* for PCR resin
2. Increased and equitable *value* for PCR resin
3. Investment in infrastructure to use PCR
4. Greatly expanded recovery of post-consumer plastic

Compounders – advanced filtration





The next frontier . . .

Films, Flexibles, Multi-Layers, Co-Polymers

EVERTRAK™

Tolerant composite part

Unprecedented DEMAND

25M ties replaced annually

When will we know we're getting there?
Contracts.

Consumer Brand's Perspective

The Association of Plastic Recyclers

Sustainable Innovation & Collaboration

Stephen Sikra

Global Product Stewardship: Next Life Innovation

APR: Rigids Committee Chairperson

A Company of Leading Brands

COUNTRIES WE OPERATE IN	70
COUNTRIES WHERE OUR BRANDS ARE SOLD	> 180
ANNUAL SALES (FY16/17)	~ $65 BILLION
CONSUMERS SERVED DAILY	**~ 5 BILLION**

Responsibility and Opportunity

“Doing the Right Thing”

Ensure products are safe, in regulatory compliance, and growth is responsible.

Be a good corporate citizen.

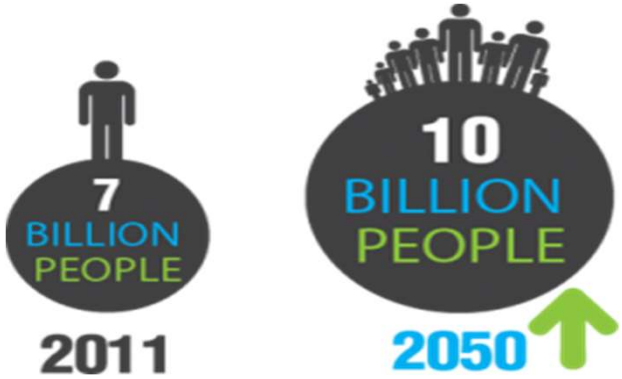
Opportunity

Develop products that enable consumers to be environmentally sustainable. Reduce costs.

Connect brands with social issues.

Sustainability Drivers

Finite Resources



Transparency

Climate Change

Water Scarcity

Solid Waste

P&G's Long-Term Sustainability Vision

Enable success in a resource constrained world
Reduce our environmental footprint.
Enable consumers to be more sustainable.

Materials
100% renewable or recycled materials

Energy
100% renewable energy at our plants

Landfill
Zero consumer and manufacturing waste

Consumers
Provide sustainable product choices

2020 Goal Progress – Packaging & Waste

- **Reduce packaging by 20%** — **- 14% reduced**
- **90% of packaging is recyclable or programs are developed to make them recyclable.** — **- 86% recyclable**
- **Double use of PCR (post-consumer recycled resin).** — **- 34 kt of 52 kt**
- **Conduct pilot studies to understand how to eliminate landfilled / dumped consumer waste** — **- Waste is a Resource**

Developed

- **PureCycle Technology (rPP)**
- **Material Recovery For Future (Flex Packs)**

Developing

- **Waste 2 Worth (Philippines)**
- **Closed Loop Ocean (SE Asia)**

Ambition 2030
New Goals for Packaging & Waste

- 100 percent of our packaging will be recyclable or reusable.
- We will find solutions so no P&G packaging will find its way to the ocean.
- We will advance recycling solutions for Absorbent Hygiene Products.

Our Responsibility in Recycling

1. ***Design*** packages and products for recycling
2. ***Inspire*** consumer participation in recycling
3. Advance the recycling **Infrastructure**
4. Provide consistent ***Demand*** for PCR

PE / PET PCR common in bottles
PE PCR, high quality required for film
PP PCR use, limited to dark molded parts

1988

2018

Wider specification PE / PP/ PET

WIP
Work In Process

PureCycle – high quality rPP
Flexible Film Recycling – MRFF
Diaper recycling
High quality resins
All plastics collected!

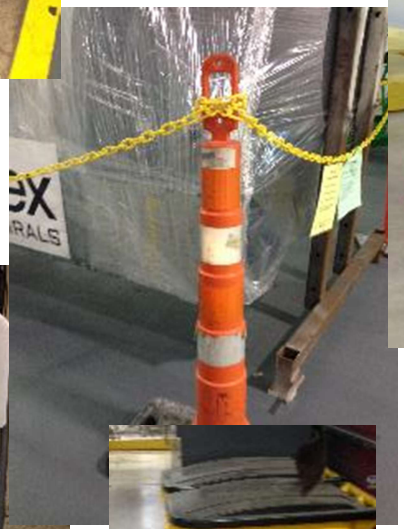
Future
Mechanical & Chemical Recycling

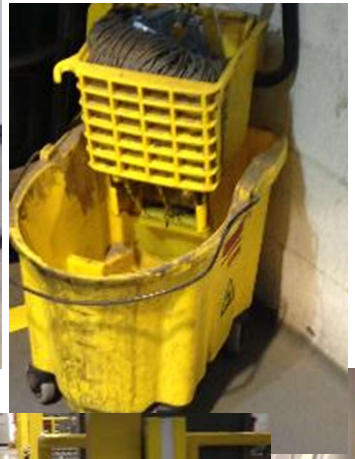
Designing for recycling and providing PCR ***Demand***

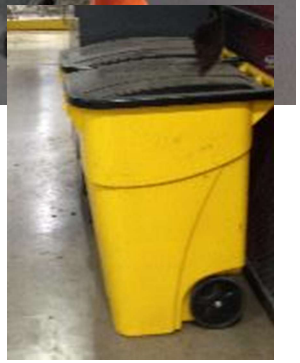
Be a Demand Champion

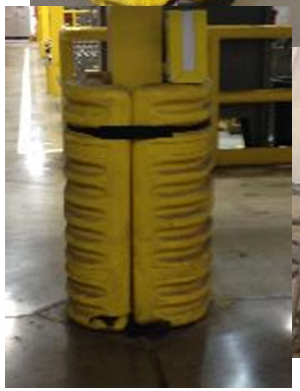
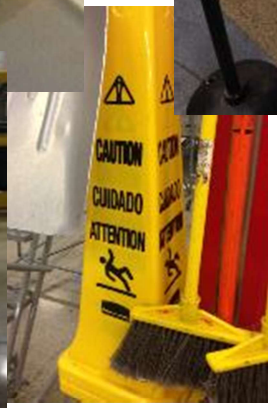
Catalog Order Items
(WIP a)

- Trash Cans
- Pole covers
- Pillar covers
- Mop buckets
- Carts
- Wet Floor signs
- Caution Poles
- Plastic chain
- Chairs
- Barricades
- Pole covers
- Totes
- Stairs
- Carts
- Dumpsters
- Safety Glass bins
- Cabinets



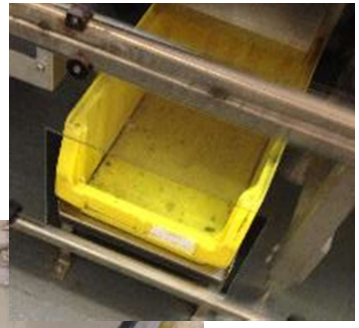


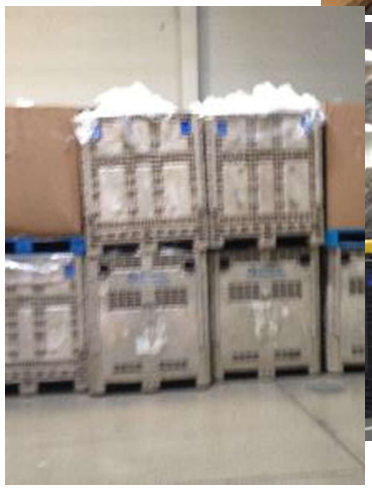


Vendor/Size Specific Items
WIP b

- Spools
- Gaylords
- Pallets
- Slip sheets
- Top Cap
- Flower Pot pallets
- Liquid tanks
- Strapping
- Re-shipper
- Reject Bins
- Totes





Is PCR being used in your recycle totes, bins?

Is PCR being used in your produced items?

"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

… change from supply driven to demand driven recycling…

P&G

CLEAN TECH
INCORPORATED

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Motivations for organizations becoming Demand Champions?

- ***Strengthen & increase domestic demand for residential mixed plastics***
- ***Make a public commitment to plastic recycling***
- ***Expand of plastic recycling infrastructure***
- ***Boost a "circular economy" for plastic packaging***
- ***Receive great press***

Who can become a Recycling Demand Champion?

- **<u>Any organization:</u>**
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