

The APR Design® Guide for Plastics Recyclability On Site Training Program

Working with Brand Owners to Meet Sustainability Goals

The Association of Plastic Recyclers (APR), the international trade association representing the plastics recycling industry, recognizes that companies want to design packaging that is recyclable and sustainable. The APR Design® Guide for Plastics Recyclability is the most comprehensive resource in the marketplace today that helps companies design packaging that is compatible with existing recycling infrastructure. The APR Design® Guide for Plastics Recyclability Training Program brings these resources directly to brand owners and their packaging professionals through customized sessions designed to meet the specific needs of each company. The goal of each program is to encourage packaging and design professionals to incorporate recyclable design elements during the initial stages, and throughout the design of new packaging concepts.

Typical Training Session:

- Executive session designed to provide an APR introduction to senior management
- Outline APR's definition of plastics recyclability
- Outline the importance of package design in the recycling process
- Present APR's Recyclability Categories
- Outline how implementing The APR Design® Guide throughout the product design process ensures compatibility with today's recycling infrastructure
- A review of the relationship between The APR Design® Guide and the "How2Recycle" label
- Case studies with specific company products identified during pre-training discussions
- Wrap-up session with hosts to capture action items and opportunities created by training

Deliverables:

- Enhanced understanding of the plastics recycling process
- Greater awareness of the impact of design features on recyclability
- Ability to design recycle friendly packages
- Ability to forecast the recyclability of innovations
- Gain networking contacts for ongoing support

Who Should Attend:

- Package Design Engineers
- Sustainability Managers
- Product & Market Managers
- Procurement Managers

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The Association of Plastic Recyclers:

APR is *The Voice of Plastics Recycling*[®]. As the international trade association representing the plastics recycling industry, membership includes independent recycling companies of all sizes that process numerous resins, as well as consumer product companies, packaging materials suppliers, equipment manufacturers, testing laboratories, organizations, and others committed to the success of plastics recycling. APR advocates the recycling of all plastics. Visit www.PlasticsRecycling.org for more information.

The APR Design[®] Guide for Plastics Recyclability:

The goal of [The APR Design[®] Guide for Plastics Recyclability](#) is for all plastic packaging to be compatible with the plastics recycling infrastructure. Intended to identify potential areas of improvement, and encourage innovation in both package design and recycling process equipment, it is the most comprehensive resource outlining the plastics recycling industry's recommendations. Although The APR Design[®] Guide specifically addresses plastic packaging, the principles can be applied to all potentially recycled plastic items. APR encourages package designers to utilize its [Champions for Change[®]](#) Program, as well as the APR Design[®] Guide, to develop recyclable packaging, as well as enable wider use and new applications for recycled plastics.

Trainer Biographies:

- **John Standish** is the Technical Director of the Association of Plastic Recyclers (APR), the trade association representing the plastic recycling industry. Technical Committees within the APR are responsible for developing The APR Design[®] Guide for Plastics Recyclability, as well as Critical Guidance Testing Documents used to assess compatibility of plastics with recycling. Prior to his role with the APR, John has over 30 years' experience working in both technology and commercial development roles for plastic and composite materials. John's most recent technical and commercial experience includes the development of colorant, additive, and barrier technologies that are used globally in plastic packaging. John's technical background is in polymer science and engineering.
- **Curt Cozart** is president and owner of Common Sense Solutions, Inc. a consulting company specializing in plastics recycling plant design, project management, and operations. Curt is a contract provider to the APR where he led the development of the new APR Design[®] Guide. He has worked in the plastics recycling industry since 1991 where, as a project manager for Mobil Chemical Company, he built the first North American film recycling plant dedicated to LLDPE stretch film. Since that time he has participated in the construction and operation of much of the North American PET, HDPE and film recycling industry. Curt holds a BS in mechanical engineering from The United States Military Academy at West Point.