Webinar

APR Design® Recognition 101

The Seal of Approval for Recyclable Plastic Packaging Design

Thursday, May 30, 2024

ASSOCIATION OF PLASTIC RECYCLERS

Today’s Team

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& Public Affairs, APR

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Program Director,
Preferred Design
Recognition, APR

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Program Director,
Film & Packaging
Innovation, APR

Agenda

- ✓ Introduction
- ✓ Designing Packaging for Recyclability
- ✓ APR Design® for Recyclability Recognition Program
- ✓ Case Studies
- ✓ Q&A

Who is APR?

APR is an international non-profit and the only North American organization focused exclusively on improving recycling for plastics.

What Do We Do?

Our mission is simple:
RECYCLE MORE PLASTICS
to reduce waste.

APR Member Sampling

RECLAIMERS/RECYCLERS

AFFILIATES

View all APR Members »

Together, APR members span the entire value chain and shape the future of our industry.

- **Reclaimers/Recyclers**
- Brand Owners
- Retailers
- Converters
- Equipment Manufacturers
- Testing Laboratories
- Certifiers
- Label & Ink Manufacturers
- Resin Manufacturers
- Additives Manufacturers
- Researchers
- Technical Consultants
- And more!

Our mission is simple:

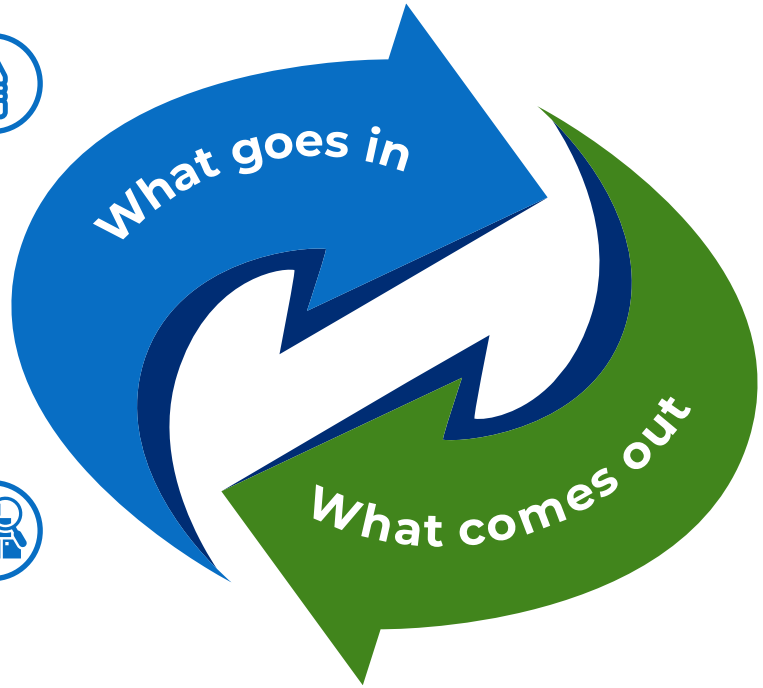
RECYCLE MORE PLASTICS

to reduce waste.

APR Programs Are Circular by Design®

Together, we can reduce plastic waste and move towards a circular economy

- APR Design® Guide
- APR Global Design Catalog
- APR Design® Training
- APR Design® Recognition
- APR Model Bale Specifications



- APR Demand Champions
- APR PCR Certification
- Buyers & Sellers Directory

Policy Work

Education

APR Design® for Recyclability Two-Day Training & Tours

Dallas, Texas | October 8-9, 2024

Space is limited!
Register here:

Learn *why* and *how* to design for recyclability in this two-day interactive session, which includes:

- **Training sessions led by APR's COO and recycling expert, Curt Cozart**
- **Guided tours of a MRF and Recycler**
- **Networking reception**

Develop your recycling expertise and bring back the insights your company needs to design better packaging.

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EP: 32 Design for Recyclability & the Evolution of the APR Design® Recognition Program

THIS EPISODE'S GUESTS

Ruben Nance, APR

Rebecca Mick, APR

RECYCLED CONTENT

A podcast from the Association of Plastic Recyclers

Designing Plastic Packaging for Recyclability

Is my packaging recyclable?

The **APR Design® Guide** is your tool to ensure a package design is compatible with the North American recycling system.

To be considered recyclable*, companies must consider all the following criteria:

- Design for recyclability
- Consumer access to recycling
- Acceptance of a package in the recycling stream
- End markets for products made from the recycled plastic

* For unqualified claims in the U.S., refer to FTC Green Guides

The APR Design® Guide views a package as a compilation of design features

Each design feature is classified into a recyclability category

- APR Design® Preferred
- Detrimental to Recycling
- Renders the Package Non-Recyclable
- Requires Testing

Why is APR Preferred design important?

In a circular economy, consumer product companies are their own material suppliers.

Companies benefit when their packaging is not only recyclable, but also yields high quality post-consumer resin (PCR). This is why APR distinguishes between **Preferred** and **Detrimental** features.

Companies whose packaging contains **Detrimental** features are reducing and lowering the quality of their own future supply of PCR. Improving features so that the entire packaging achieves **Preferred Design for Recycling** supports a healthy recycling system and increases PCR supply.

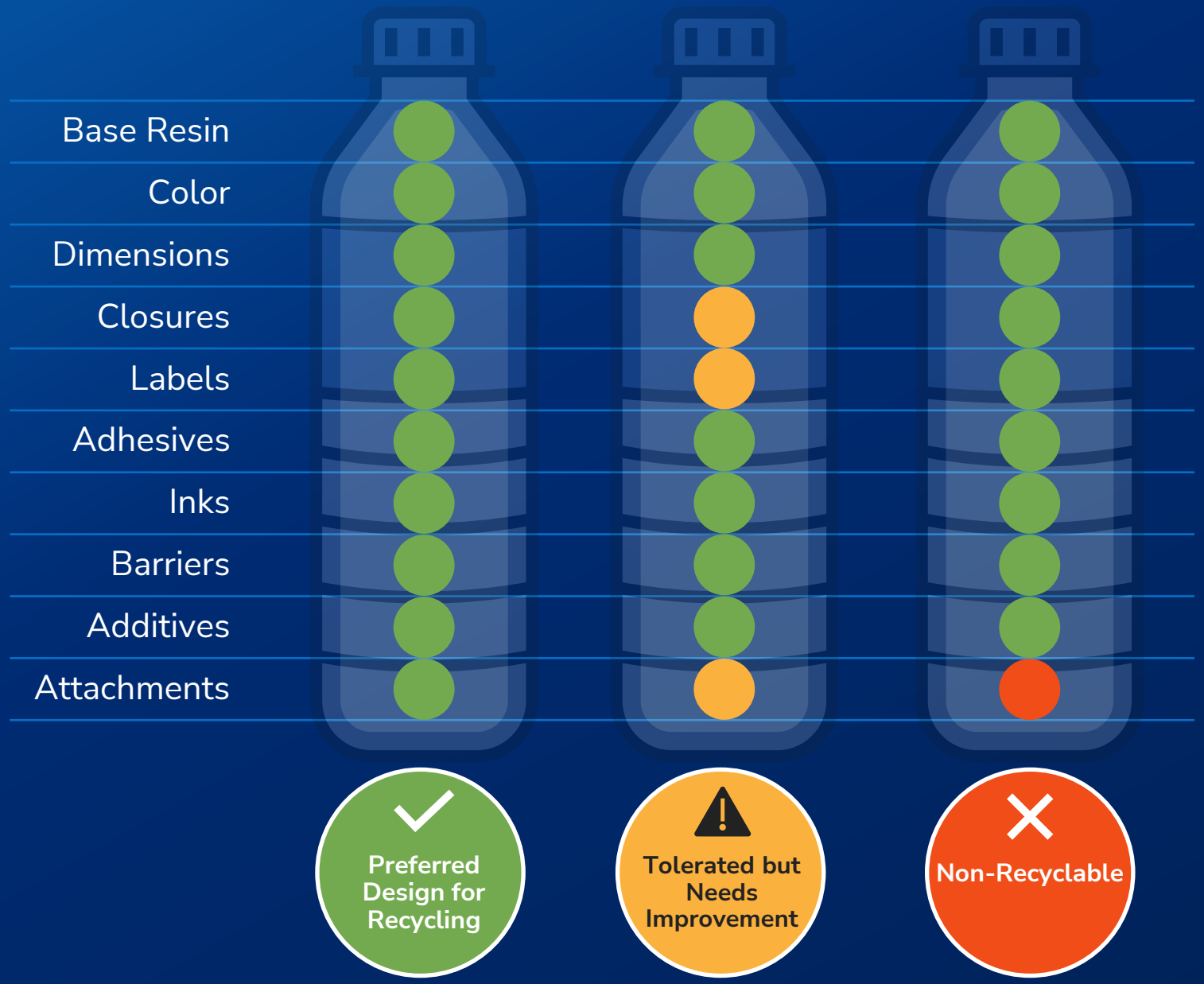
Preferred:
recyclable with maximum quality and yield

Detrimental:
recyclable but reduces yield and/or quality

Design Features Drive Whole Package Assessment

Design Features

Design features are classified according to the APR Recyclability Categories or test results where testing is required.



Whole Package Assessment

Design Feature Assessment

- APR Design® Preferred
- Detrimental to Recycling
- Renders the Package Non-Recyclable
- Requires Testing

Full Package Assessment

- Preferred Design for Recycling
- Tolerated But Needs Improvement
- Non-Recyclable

Design features that aren't listed as APR Design® Preferred are candidates for the APR Design® for Recyclability Recognition Program via Testing Pathways

Design Features

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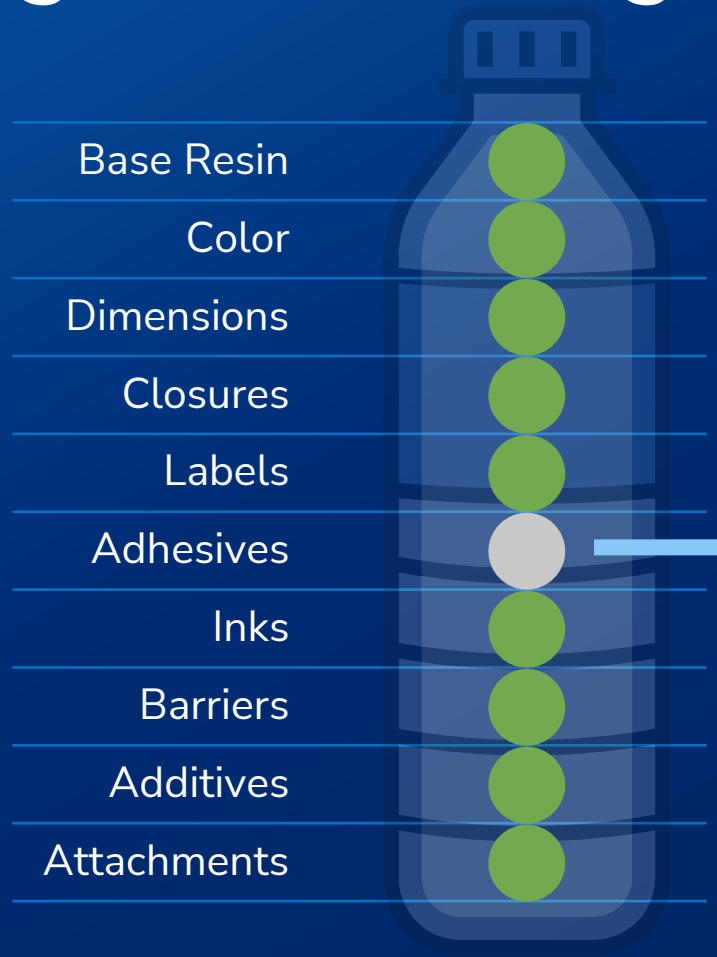
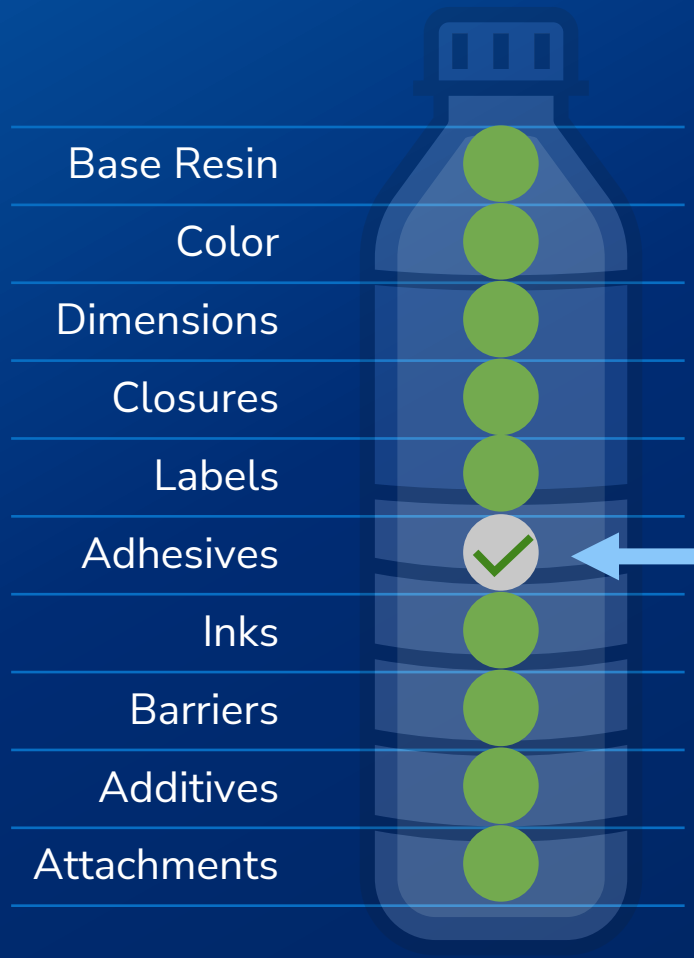


Eligible for:

- Critical Guidance
- Responsible Innovation

Design features with APR Design® for Recycling Recognition are eligible components of a Preferred Design

Preferred Design for Recycling



APR Design® for Recycling Recognized Feature

APR Assessment of Whole Package

Preferred Design for Recycling

All design features are Preferred or have passed testing.

Tolerated but Needs Improvement

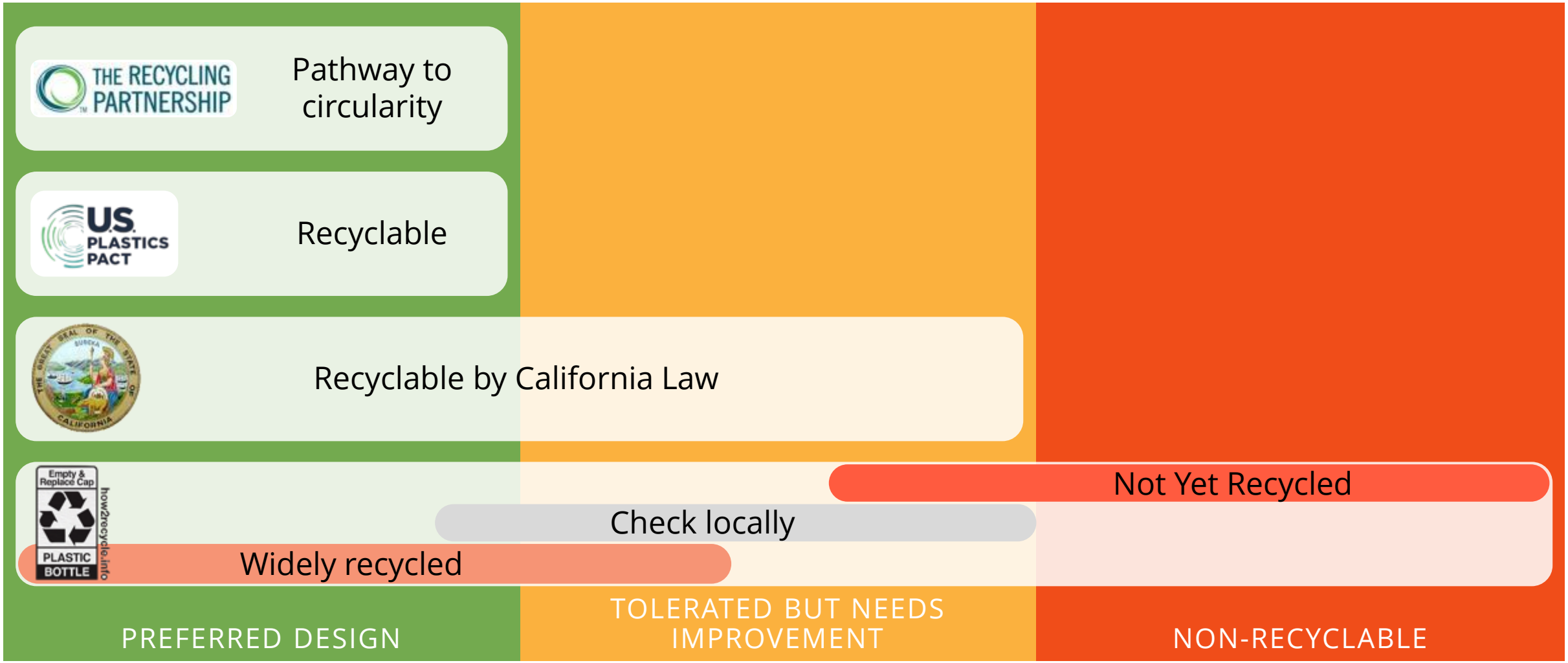
Any design feature is Detrimental, AND no feature is Non-Recyclable.

Non-Recyclable

Any design feature Renders the Package Non-Recyclable.

Processible by the recycling system

Alignment with Other Organizations



APR Design® for Recyclability Recognition Program

The Benefits of Recognition

Get Started!

Packaging & Component Manufacturers

Provides credibility

Rewards innovation

Sales Lead Generation

Brands & Retailers

Saves time, effort and resources

Reduces risk in recycling claims

Makes it easier to meet industry design standards

Meet California legislative requirements

How Brands Can Participate

Established Procurement Policies

Require suppliers to achieve and maintain APR Design® for Recyclability Recognition on all or certain purchased components

- *Reduces risk*
- *Guarantees recycling performance*
- *Guaranteed alignment with USPP, TRP, and other commitments*
- *Improves procurement efficiencies*

Full Package Recognition*

Recognition for complete packages
(all features must be recognized to apply)

- *Additional risk reduction*
- *Guarantees recyclability when design features are interrelated*
- *Potential Benefit of direct messaging to MRF/Reclaimers for packaging that resembles non-recyclable competitors*

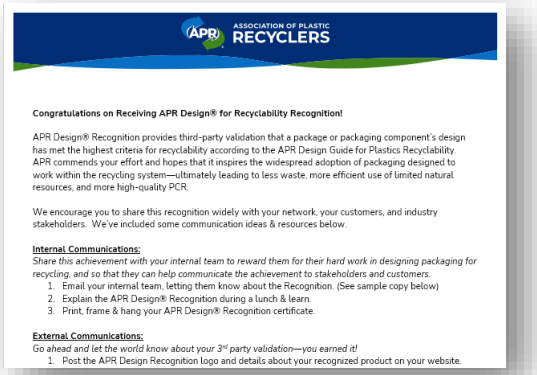
* Not for On-Pack Labeling

APR Design® for Recyclability Recognition

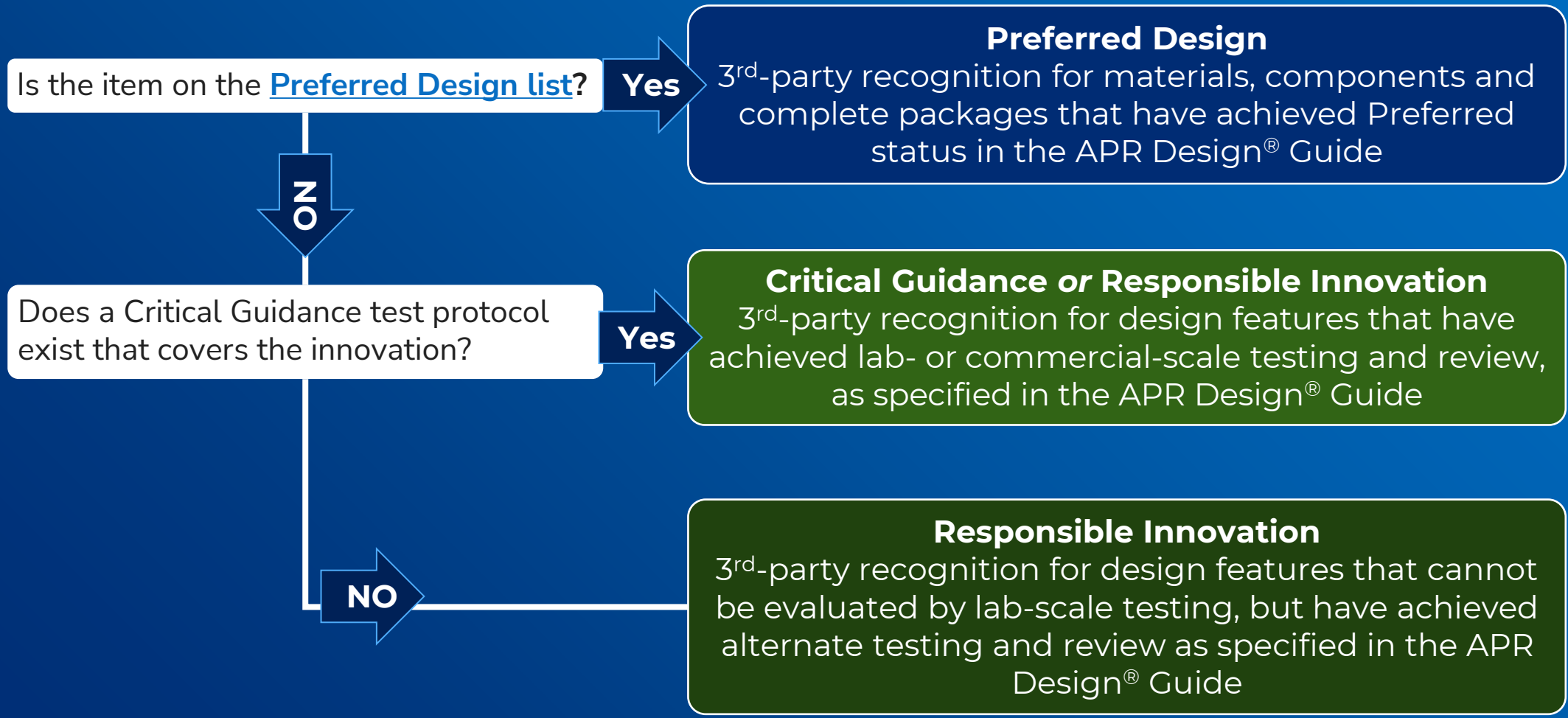
Preferred Design Path *(formerly MPG)*

Critical Guidance Path

Responsible Innovation Path



Which APR Design® for Recyclability Recognition Path Is Right for You?



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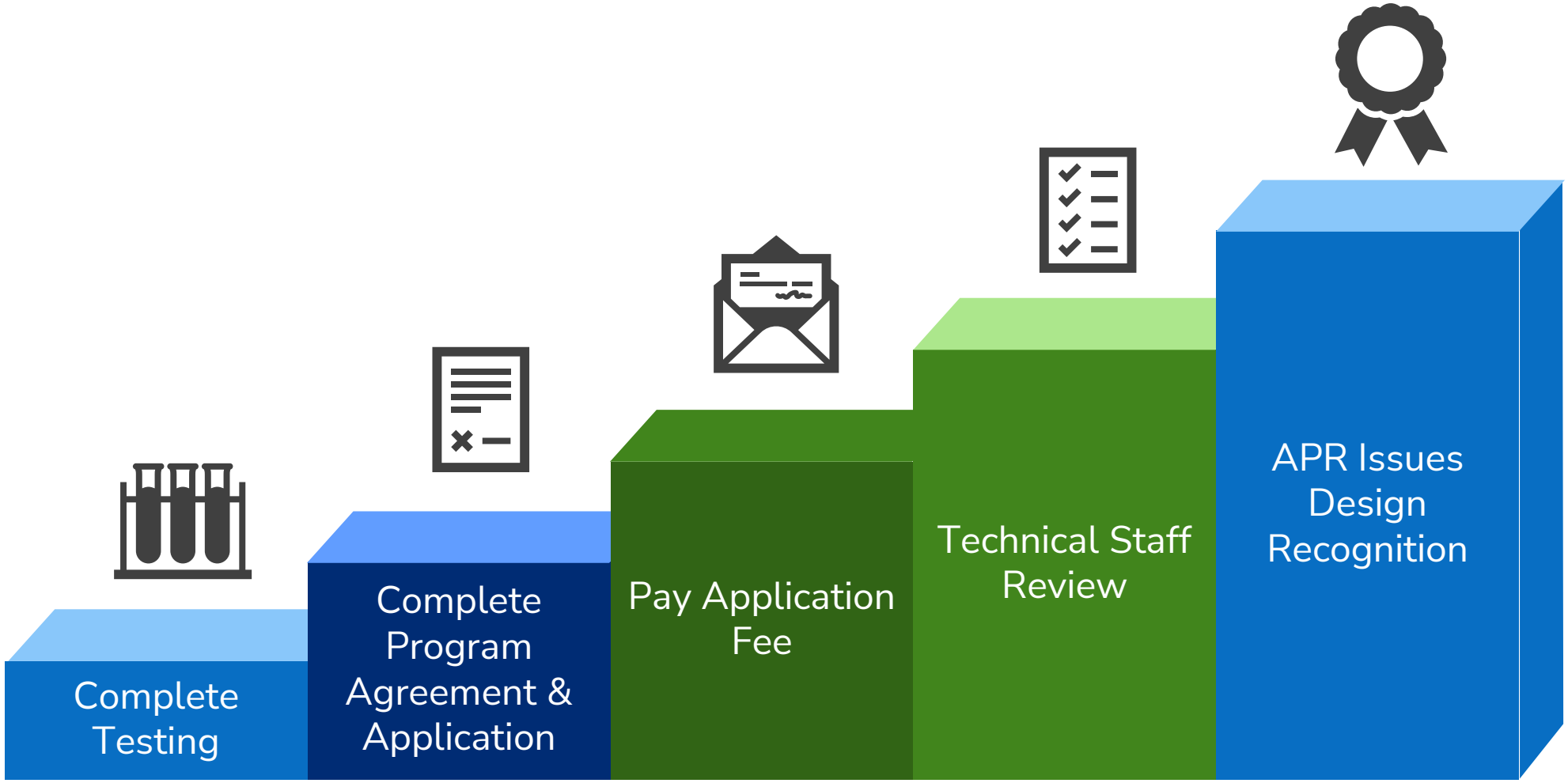
APR Design® for Recyclability Recognition
Preferred Design Path



Preferred Design Recognition acknowledges design features that are already classified.

Design Features

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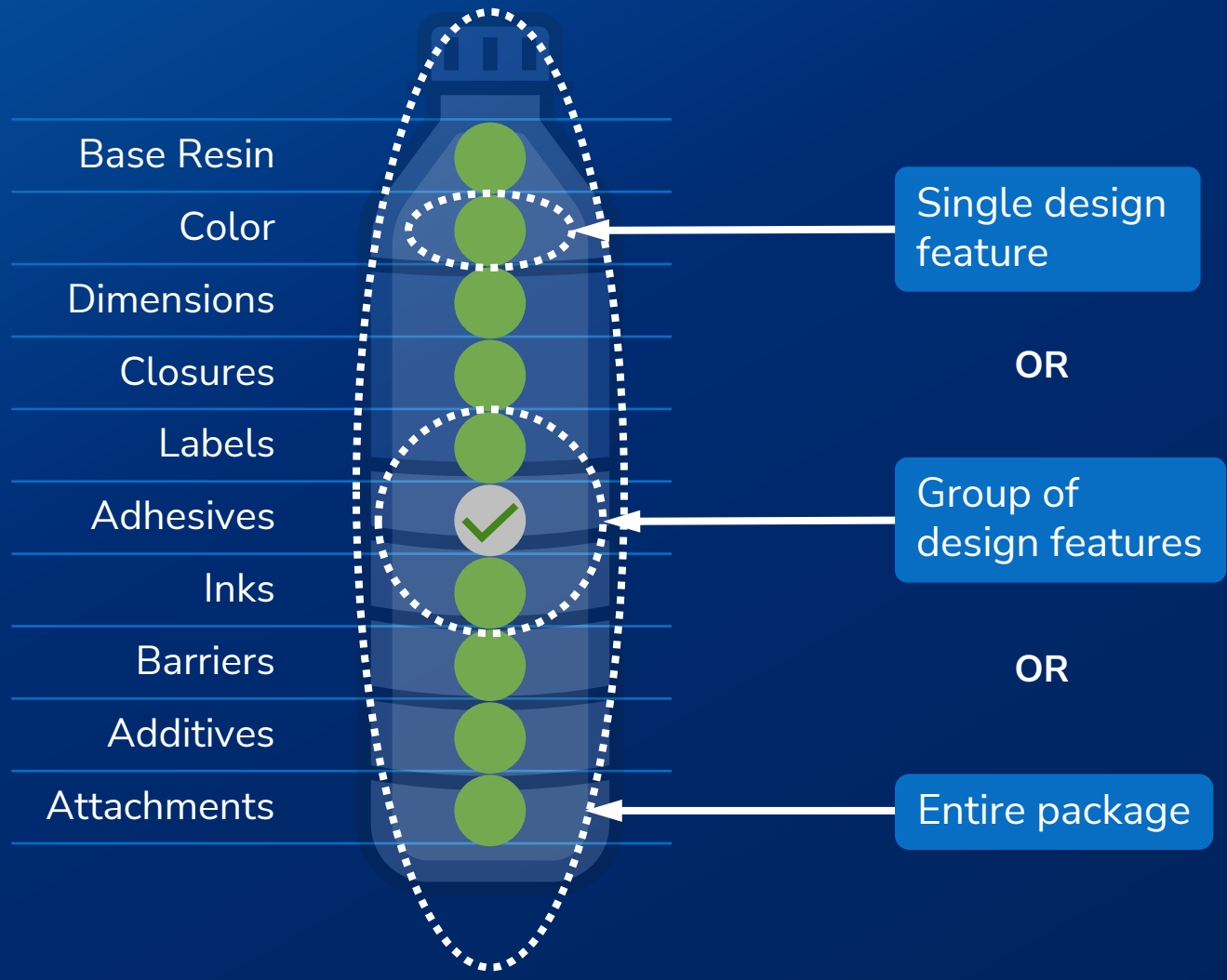


APR Design® for Recyclability Recognition

Critical Guidance Path

&

Responsible Innovation Path

Reach out to APR!
Don't start this process without consulting with APR

Complete 3rd Party Testing

Complete Program Agreement & Application

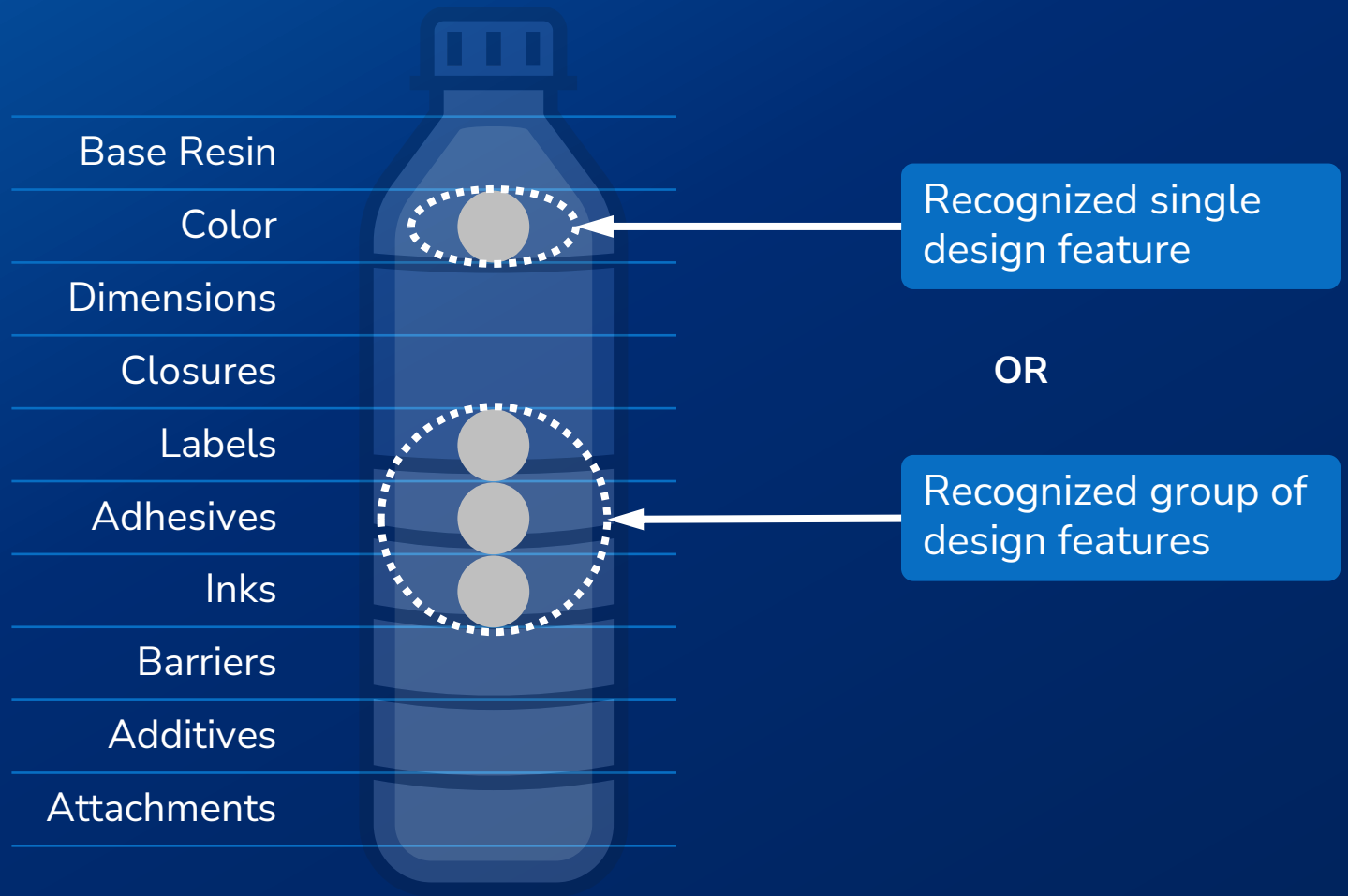
After APR Approves Application, Pay Application Fee

Present Results to APR Membership in Webinar

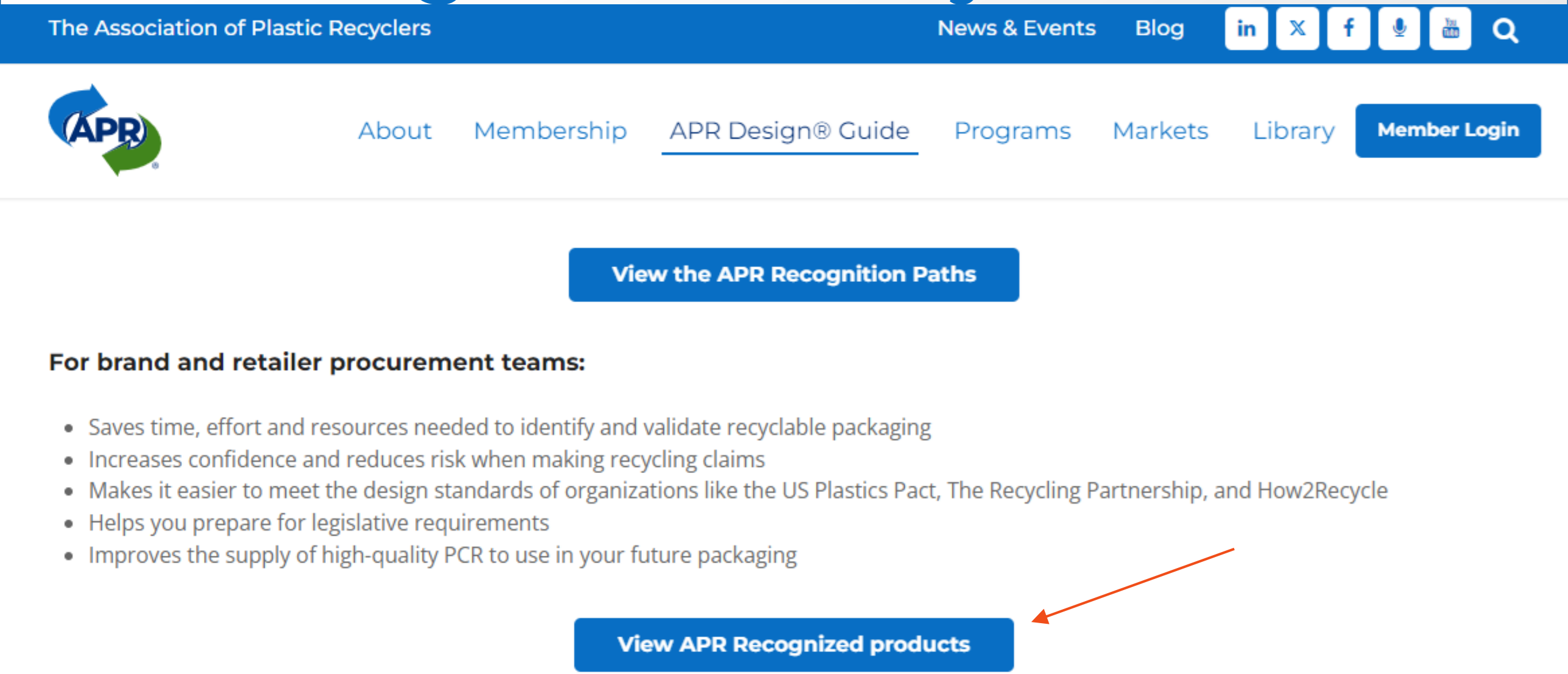
Technical Review Panel

APR Issues Design Recognition

Critical Guidance and Responsible Innovation provide recognition based on the testing completed



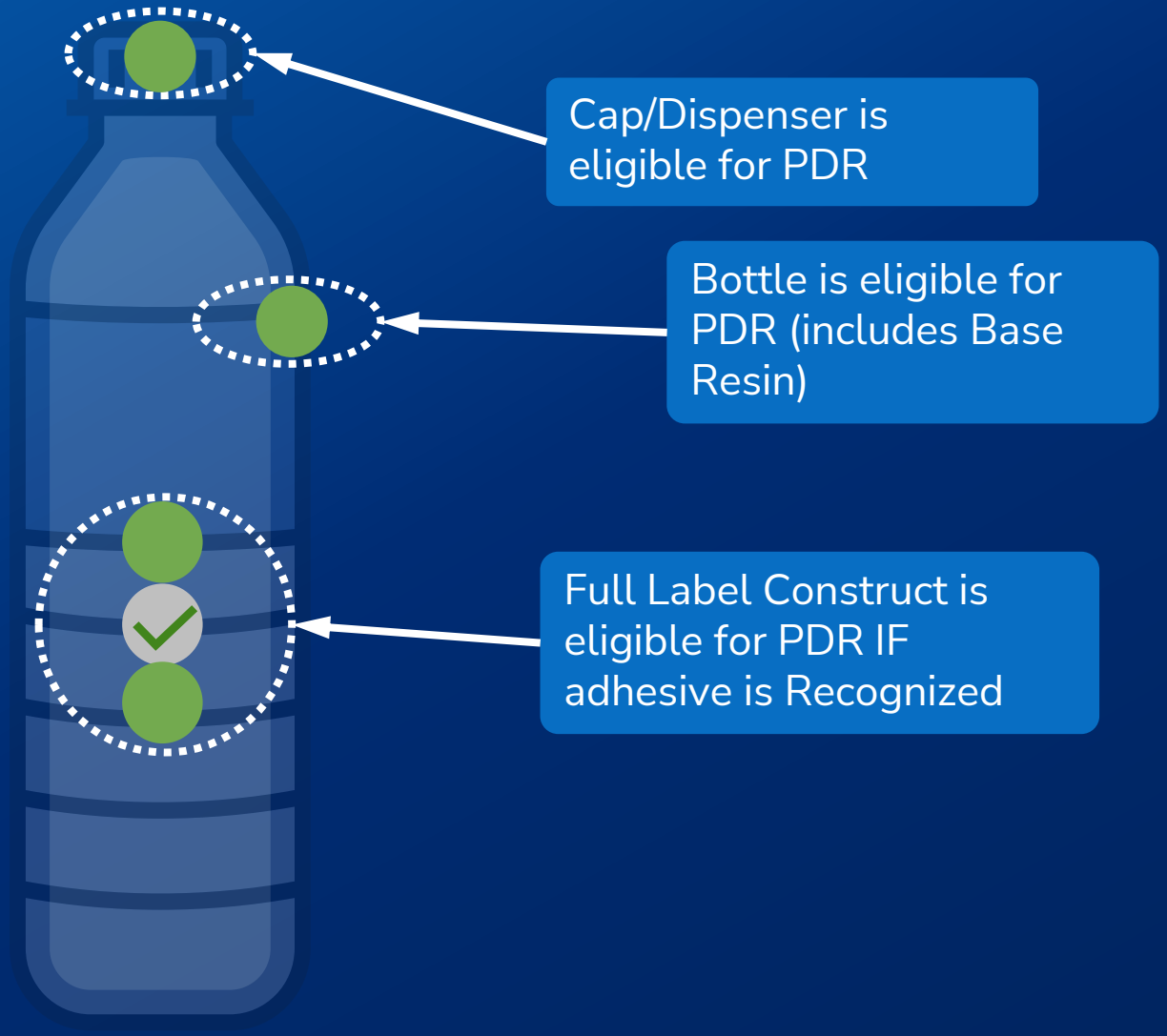
Recognition Library Tutorial



https://plasticsrecycling.org/apr-design-recognition-program

Recognition Case studies

Recognition on a PET Bottle



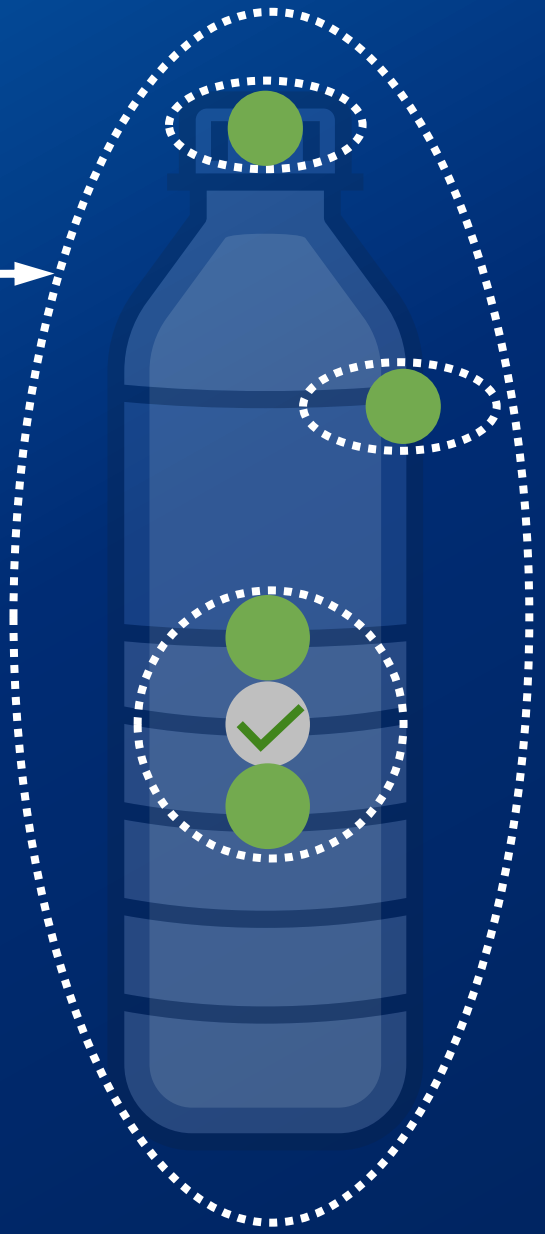
Cap/Dispenser is eligible for PDR

Bottle is eligible for PDR (includes Base Resin)

Full Label Construct is eligible for PDR IF adhesive is Recognized

Recognition on a PET Bottle

If all components are Recognized, the full package is eligible for a Packaging Construction Recognition through the Preferred Design pathway



APR Recognition in Action: HDPE Tubes

In 2019, Colgate-Palmolive received Critical Guidance Recognition for an **all-PE squeeze tube**

- Replaced multi-material laminated tubes, while maintaining package performance
- Colgate-Palmolive shared their design with the industry

As of May 2024, there are **18** recognized, HDPE tubes (with more in queue!)

*"The data shows **90 percent** of toothpaste tubes and over **75 percent** of all HDPE [high density polyethylene] plastic squeeze tubes on the U.S. market today have designs compatible with a valuable recycling stream, the color HDPE bottle stream."*

- Stacey Luddy, Stina Chief Operating Officer

https://www.recyclingtoday.com/news/stina-announces-tube-recycling-project-milestone-launches-website/

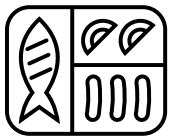
APR Recognition in Action: Reduced Density PP

2015 - Berry received Recognition through Responsible innovation for their Versalite PP cup.

- Offered an alternative to EPS products in a growing PP reclamation market

2021- Pactiv Evergreen received Recognition through Critical Guidance for their Reduced Density PP Hinge Container

- Reduced density PP has grown in prevalence since 2015



2024 - Pactiv Evergreen receives recognition through the Preferred Design Pathway for their Reduced Density PP School Lunch and Meat Trays

- This is an expansion on their Critical Guidance Innovation

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LISTEN

RECYCLED CONTENT

Questions?

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