APR Rigid Plastics Program

Liz Bedard, Director

The Association of Postconsumer Plastic Recyclers
The voice of plastics recycling
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Overview of Presentation

1. “Setting the Stage” – Domestic Non-Bottle Marketplace

2. APR Rigid Plastics Recycling Program


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Current marketplace for Non-bottle rigids

What do we mean by non-bottle rigids?

• Not a #1 or #2 bottle
• Tubs and lids
• Bulky or oversized rigids
• Toys, buckets, pails...

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Current marketplace for Non-bottle rigids

What is currently being collected by municipalities?

- Dependent on municipality’s practices & education programs
- Bottles only?
- All containers?
- #1-7? Bulky Rigid?
- More non-bottle rigids are being collected nationwide
- Survey of largest cities in each state –
  - 2009 – 30
  - 2010 - 37

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Current marketplace for Non-bottle rigids

How do they currently enter the marketplace?

- Bulky or oversized rigids may be pulled out at front end
- Most likely there is no upgrading after #1 and #2 bottles pulled out
- Seven different types of rigid plastics bales are currently generated in US

How are they currently marketed?

- By far, the majority of non-bottle rigids are exported
Current marketplace for Non-bottle rigids

When non-bottle rigids are exported, natural resources for North American industries and the US jobs associated with those resources are exported.

The Association of Postconsumer Plastic Recyclers represent 90% of the plastic recycling capacity in North America.

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Domestically recycling plastics beyond #1 and #2 plastic bottles is an issue for many – individuals, recyclers, brand name companies, public policy maker, collectors, resin companies and reclaimers.

It’s not a new or easily resolved issues yet, in the Spring of 2009 APR took on the challenge when they activated their Rigid Plastics Recycling Program.

Membership -

- Generators/collectors
- Brand names companies
- Public policy makers

Recyclers/reclaimers,
Resin producers

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- American Chemistry Council
- Berry Plastics
- BWAY
- Clean Tech Inc.
- ConAgra Foods
- Custom Polymers Inc
- Dow Chemical Company
- DuPont
- Entropex
- Envision Plastics
- Estee Lauder Companies, Inc.
- FCR - Casella
- Graham Recycling Company
- Harris Industries
- Haycore Canada Inc.
- IntegriCo Composites
- Kimberly-Clark
- Kraft Foods
- KW Plastics Recycling
- LyondellBasell Industries
- Merlin Plastics Supply Inc.
- Milliken & Company
- NAPCOR
- NatureWorks LLC
- North Carolina Div. of Pollution Prevention
- Procter & Gamble Company
- Pure Tech Plastics
- Recyc RPM
- Rehrig Logistics
- Ropak Manufacturing Company
- Solo Cup
- Starbucks Coffee Company
- Talco Plastics, Inc.
- US Environmental Protection Agency
- Waste Management – Recycle America

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Building domestic markets for non-bottle rigids

A number of things are needed to build strong domestic markets for non-bottle rigids

1. Adequate, consistent, quality supply to feed the domestic markets.
2. Strong, vibrant markets to consume the supply.
3. In some cases, technology to sort mixed resins.
4. Funds for financial investment in new recycling infrastructure.

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**Building domestic markets for non-bottle rigids**

**National Bale Audit, Market Destination & Supply Analysis for Rigid Plastics**

A minimum of 30 bales sorts from 3 US locations and one eastern and one western Canadian locations, answering two important questions –

**What are the types, volumes & destination of rigid plastics currently being recycled?**

**What is the type & tonnage of rigid plastic available for recycling?**
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Building domestic markets for non-bottle rigids

Recycled Resin Subcommittee

- Addressing the demand side of the rigid plastic recycling equation.

- Focusing on PP as the largest component of non-bottle rigids.

- Determining current PP marketplace and Fit for Use” parameters
Building domestic markets for non-bottle rigids

**National Supermarket Rigid Plastics Recycling Project**
An untapped source of high quality, food grade rigid plastics.

**Plastics Recycling Collection – A National Overview**
Conducted annually to get a “sense” of how and what plastics are currently being collected.
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**Building domestic markets for non-bottle rigids**

**Bale Definitions Subcommittee**

- There are 7 different bales currently being produced that contain rigid plastics.
- None of them have industry wide accepted bale specification.
- Many believe the lack of bale specifications leads to a large percentage of material being marketed overseas.

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Building domestic markets for non-bottle rigids

Bale Definitions Subcommittee

Next steps-

1. Final approval of specs.
2. Nationwide promotional plan.
3. More supply of non-bottle rigids to domestic markets!

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**Building domestic markets for non-bottle rigids**

Municipalities can play an important role in building domestic markets for non-bottle rigid plastics.

1. Increase collection of consistent, quality supply of material.
2. Educate the public how to prepare the material properly.
3. Consider using terms other than the numbers on the bottom of the plastic containers to educate the public on what to recycle.

   For example – all plastic bottles or all plastic containers.

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Thank you!

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