



The Association of Postconsumer Plastic Recyclers

APR POSITION STATEMENT LEGISLATIVE ISSUE: Postconsumer Recycled Content

APR POSITION: The Association of Postconsumer Plastic Recyclers (APR) and its members collectively represent more than 90% of the postconsumer plastics recycling capacity in North America. APR members have a direct interest in the enhancement of postconsumer plastics recycling.

APR supports Post-Consumer recycled content legislation.

In addition, the APR strongly recommends supporting legislation to increase collection and supply of postconsumer recycled plastics in order to augment and sustain recycled content initiatives.

Value:

Recycled content legislation will increase the market opportunities for member companies. This legislation increases the commitment of all stakeholders to advance the recycling process and prompts awareness to meeting the recycling industry's supply requirements.

Current Legislative Activity: Currently California has this type of legislation and Georgia, Oregon, New Jersey and Wisconsin are considering it.

Key Messages:

- Recycled content legislation presents large market opportunities for plastics recyclers increasing domestic demand, jobs and investment.
- Recycled content legislation should be introduced with corresponding legislation to increase supply to meet new demand at reasonable prices.
- Numerous manufacturing companies have historically used recycled content to save money over the use of virgin resin.
- Recycled content legislation should focus on assuring the source of recycled material is from domestic post-consumer waste streams.
- The technology exists to allow implementation of recycled content legislation in most applications.
- The packaging industry should focus on package design for recyclability to ease implementation.

Challenges:

Historically, recycled content mandates are opposed by many plastics related industries.

- The recycled content component of plastics recycling is not well understood by the public, politicians and industry.
- Initial implementation is likely to be stressful and requires careful consideration.
- Patch-work implementation of recycled content legislation by individual States presents problems for consumer packaging goods companies.
- Other commodity materials are affected – and coordination with them is required.

Key Actions:

- APR Communications: publish this position on the website, offer to outside publications.
- APR Promotion: Prepare a white paper to promote awareness of the facts about Recycled content and publish and present at conferences as appropriate.
- APR Government Relations: As legislatures propose Recycled content Bills APR will: Write letters of support, provide testimony, provide press releases, submit comments for the public record and generate letters from member companies.