



APR Recycling Demand Champions

Ali Briggs-Ungerer

Director of Market Development

The Association of Plastic Recyclers (APR)





Who is APR?

International trade association

The Voice of Plastics Recycling®

Member companies committed to
the success of plastics recycling



Increase
Supply



Enhance
Quality



Expand
Demand



Communicate
Value

APR's Primary Goals

APR Recycling
Demand
Champions

APR Recycling
**DEMAND
CHAMPIONS**





What was the problem?

- **Impact of National Sword**
- **A tsunami of virgin resin hit the marketplace**
- **Lack of contracts**

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

- Major US plastic recycler

Supply/Demand chain
was upside down

High *demand* for
FDA & Colorable....
but limited *supply*

High *supply* for non-
FDA & non-
colorable.... but
limited *demand*



Demand creates
value.

Value drives
recycling.

“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**
Rethink the future



Companies who are committed to plastic recycling use their purchasing power.

*"Pull" curbside
recyclables through
the marketplace*

*Purchase products
containing PCR*

Create demand

*Funnel money to
reclaimers*

*Investment in
sortation*



Become an APR Recycling **DEMAND CHAMPION**

Who can become a
Demand Champion?

Private Sector Company: APR Recycling Demand Champion

Public Entity: NERC-APR Government Recycling Demand
Champion

State Recycling Organization: Contact Lynn Rubinstein
lynn@nerc.org

How do companies participate?

Step 1: Sign a commitment letter

Step 2: Identify PCR items(s) to purchase

Step 3: Purchase & report on those item(s)



We are an APR Recycling
DEMAND CHAMPION

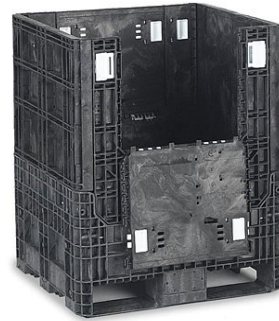
Demand Champions
commit to increase
their PCR use

- Buy more items containing PCR
- Increase the amount of PCR in a current product or application
- Develop a new product or application for PCR.



Buy more
items
containing PCR

*Work in Progress
Items*



Buy more items containing PCR



- Packaging
 - Protective
 - Flexibles
 - Rigid
 - Food
- Labels
- Shopping Bags
- Trash Bags
- Institutional Can Liners
- Gaylord Liners
- Paving Tiles
- Frames





- Increase the amount of PCR in a current product or application
-

Waste Management Example

- Inadequate demand for injection PCR was negatively impacting domestic bulky rigids recycling market
- WMI began requiring 10% residential injection-grade PCR in their curbside collection carts
- RESULTS: Resurgence of domestic bulky rigids recycling markets

10% PCR commitment made the difference!

THE VOICE OF PLASTICS RECYCLING.®

Design. Value. Growth.



What is the
impact?

- Strengthen and increase domestic demand for residential mixed plastics.
- Help prevent “ocean plastics” by stimulating strong North American markets.
- Boost a “circular economy” for plastic packaging.
- Mitigate reliance on export markets.
- Investment in infrastructure to use PCR.
- Expanded recovery of post-consumer plastic.
- Increased and equitable value for PCR resin.

CLEAN TECH
INCORPORATED

Plastipak
PACKAGING INC.



KEURIG
GREEN MOUNTAIN

Berry

Champion™
POLYMER RECYCLING
A Division of Infiltrator Water Technologies

ENVISION
PLASTICS



Merlin Plastics

Year One
Recycling Demand Champions



UPM RAFLATAC



A Division of Infiltrator Water Technologies



Unilever



Year Two Recycling Demand Champions

Year Three Recycling Demand Champions

New Demand Champions



Recommitting Demand Champions



Reporting and Data Aggregation

Report Form is simple and straightforward

- Weight and number of items manufactured/purchased and
- Percentage of PCR used in the manufacture of that item(s)
- Vendor from which product/PCR was purchased

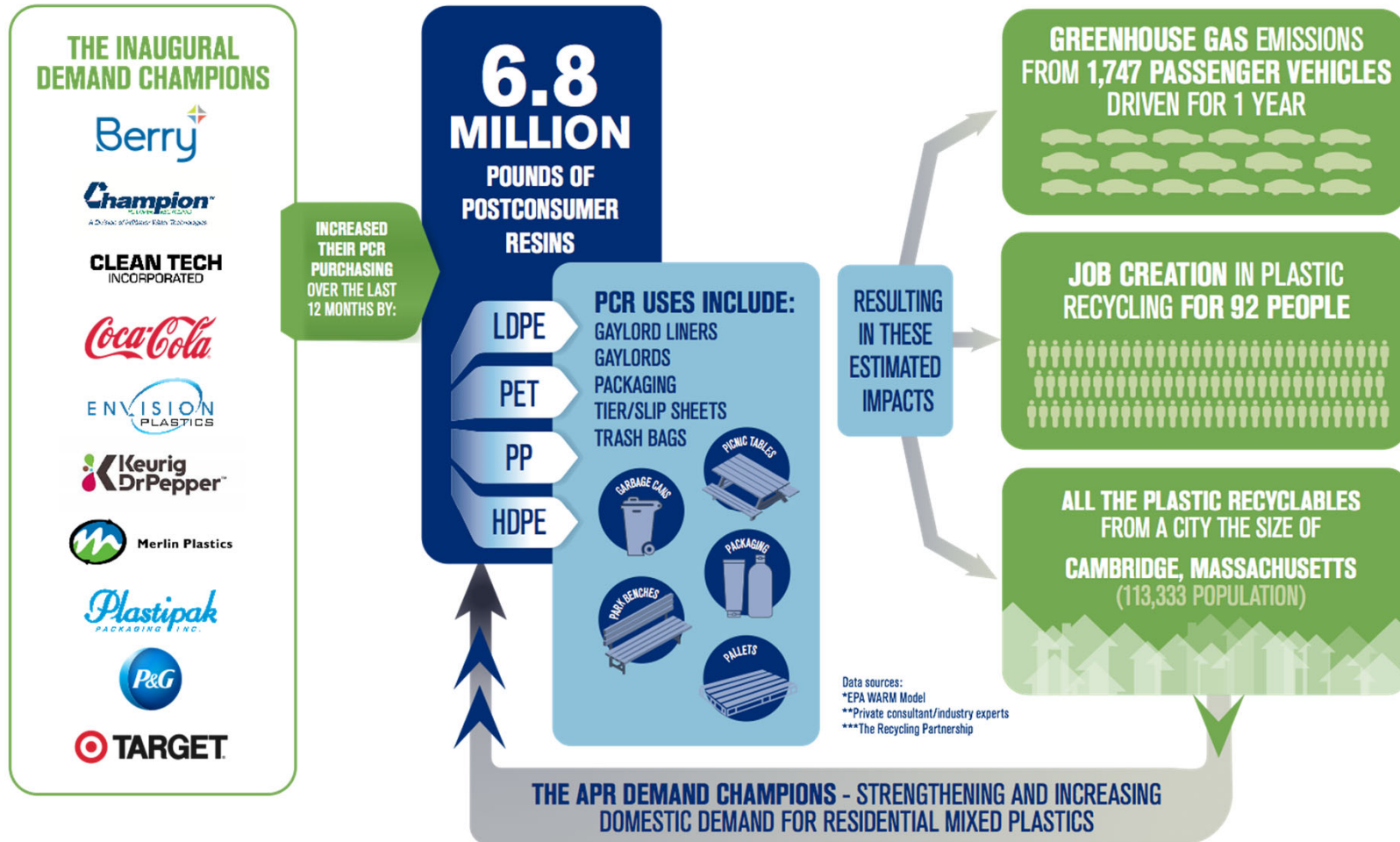
All data submitted is confidential

- NDAs can be executed

APR aggregates the reported data to determine total market impact.

2018 APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT

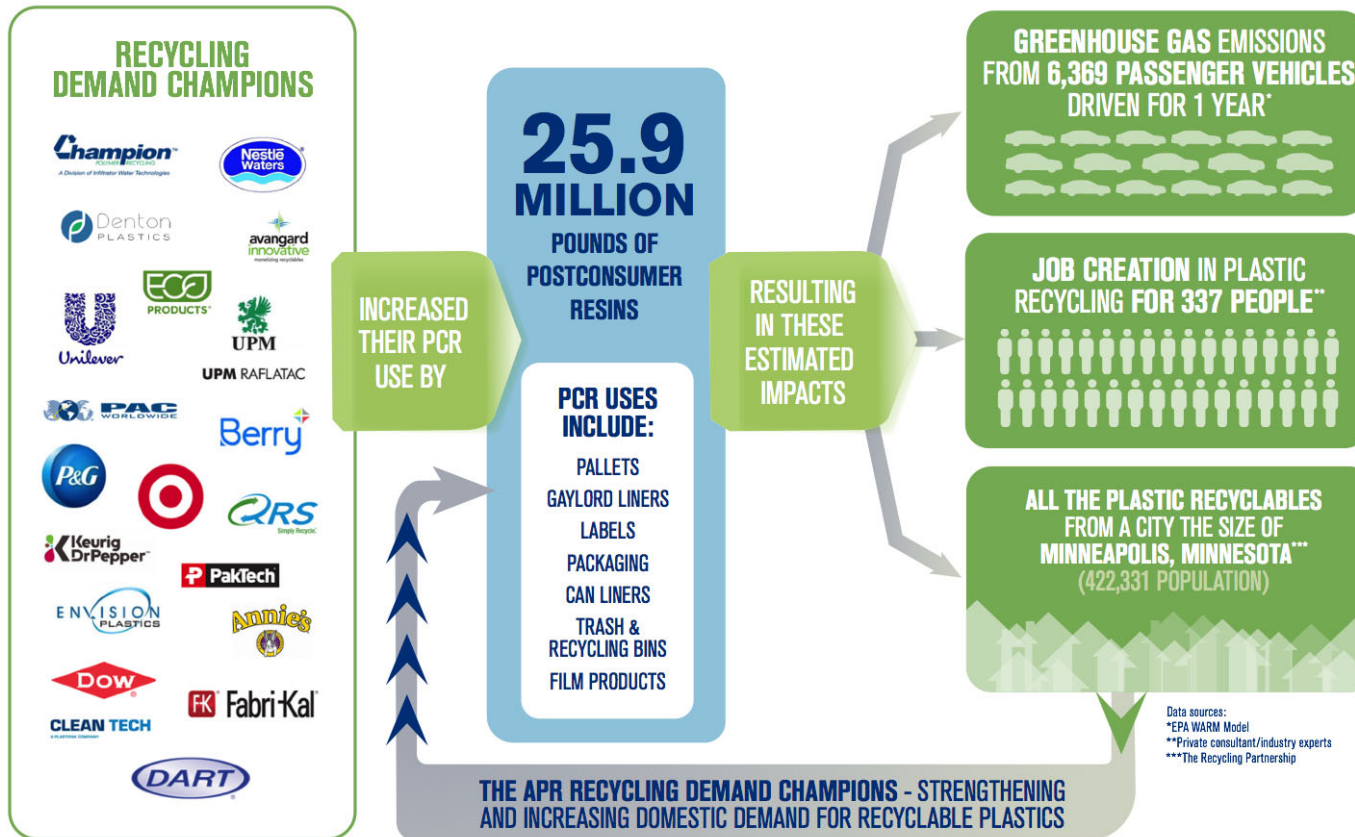
Consistent, reliable demand is critical for recycling to be **mature, vibrant and sustainable**



2019

APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT

Consistent, reliable demand = mature, vibrant and sustainable recycling!



Resources at *plasticsrecycling.org*



The Association of Plastic Recyclers

- Vendors Directory of PCR Products
- APR Recycling Demand Champions Fact Sheet
- EPA Recycled Content Benefits Calculator
- NERC-APR Recycling Demand Champions Fact Sheet
- NERC-APR Recycling Demand Advocate Fact Sheet
- Roadmap to Buying Products with Post-Consumer Recycled Content

Questions?

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