

# Voluntary Initiatives Driving the Use of Minimum Recycled Content in Products & Packaging



*Steve Alexander,  
APR President & CEO*



**The Association of  
Plastic Recyclers**



# The Association of Plastic Recyclers

The only trade association focused exclusively on plastics recycling

The Voice of Plastics Recycling®

Companies committed to the success of plastics recycling



The Association of Plastic Recyclers



Increase  
Supply



Enhance  
Quality



Expand  
Demand



Communicate  
Value

## ***APR Primary Goals***



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Plastic Recyclers

# RECYCLING DOESN'T END IN THE BIN

Do your part to complete the **Cycle of Recycling**.

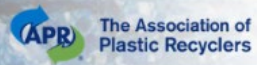
Recycle plastic products.



Buy products made from  
recycled materials.



Learn more at [plasticsrecycling.org](https://plasticsrecycling.org).



- APR Design® Guide for Plastics Recyclability
- Training
- APR Recycling Demand Champions
- PCR Certification
- Resource Development
- Education
- Advocacy / Legislative Activity

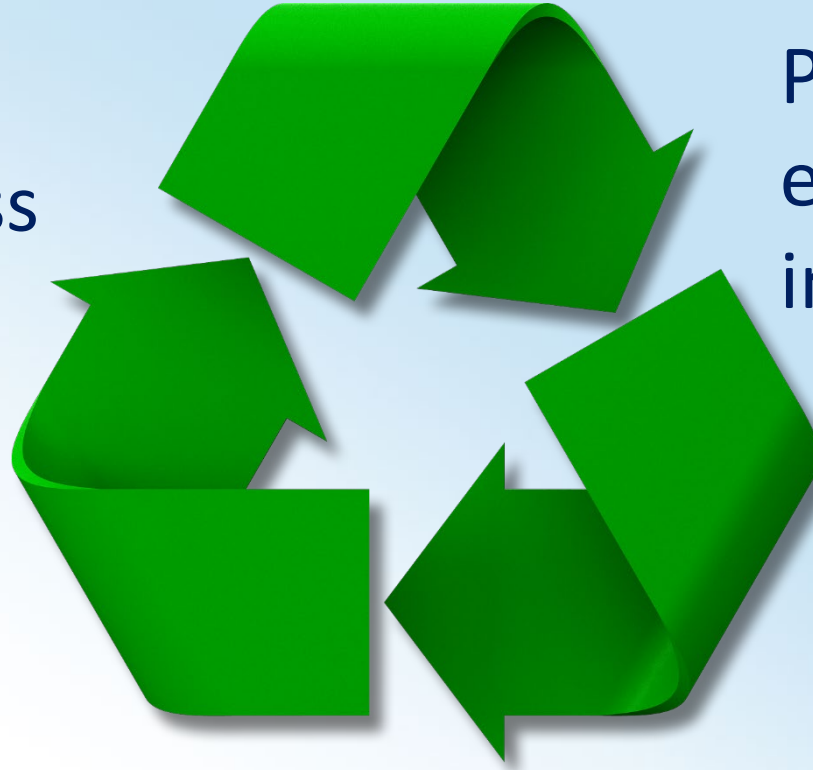
Design for  
Recyclability is  
the baseline  
for successful  
recycling.



# APR's Definition of Recyclable

60% consumer access

- ✓ PET
- ✓ HDPE
- ✓ PP
- ✓ PE film



Processed by existing infrastructure

Can be manufactured into identifiable product



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**RECYCLABLE  
and APR  
DESIGN® GUIDE  
PREFERRED**

All Design Features  
“preferred”

**Recyclable with  
Detrimental  
features**

Any Design Features  
“detrimental  
None ”not recyclable”

**Not Recyclable Per  
APR Definition**

Any Design Features  
“render the entire package  
not recyclable”



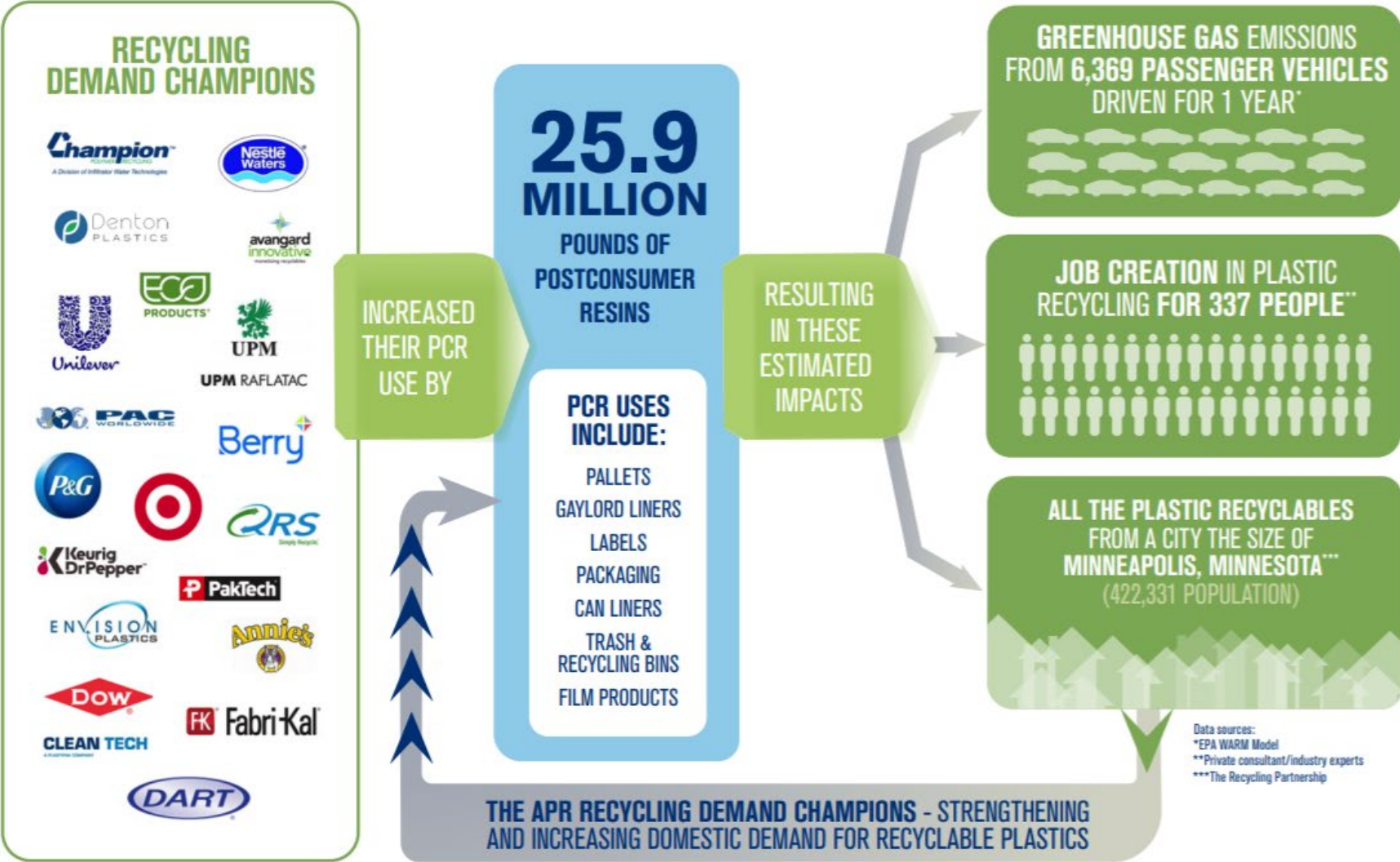
# Market Demand Monetizes the System



# 2019

## APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT

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



To close the loop packaging needs to get collected and recycled into new products.



You can't have circularity without recycling...



# APR PCR Certification Program

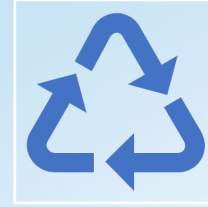
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# How does the PCR Certification Program work?



APR endorses third-party companies to conduct certifications.



Plastics reclaimers hire APR endorsed companies to conduct certification.



APR promotes program and certified PCR from APR members.



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FOR IMMEDIATE RELEASE – September 25, 2020

## California Governor Signs Mandatory Recycled Content Bill

*Nation's first recycled content requirement for plastic beverage containers will increase collection and supply, expand market demand*

The Association of Plastic Recyclers (APR) applauds California Governor Gavin Newsom today for signing the United States' first ever recycled content mandate for plastic beverage containers, [California Assembly Bill 793](#). The law requires all plastic bottles covered by the state's container redemption program average at least 15% postconsumer resin (PCR) starting in 2022. The recycled content mandate increases to 25% in 2025 and 50% in 2030.

As the international trade association representing the plastics recycling industry, APR strongly supports efforts to increase collection and supply of postconsumer recycled plastics to augment and sustain recycled content initiatives. **The APR was the first plastics related organization to publicly support mandatory recycled content legislation in 2006.**



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