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Newest APR Recycling Demand Champion Companies Announced at June APR Meeting
Proactively Building Demand for Recycled Plastics

A program that expands market demand for recycled resins and improves plastic recycling in North America has announced new participants during the June Meeting of The Association of Plastic Recyclers (APR), the leading international trade organization representing the plastics recycling industry.

The APR Recycling Demand Champions Campaign plays a prominent role in expanding the market for residential plastics, driving investment, increasing supply and producing more high quality PCR. The initial phase of the campaign focused on purchasing new volume PCR through “work in process” (WIP) durable goods used in manufacturing facilities, but has expanded to include any and all NEW applications for PCR, as well as an increase in PCR usage in a current application.

“APR recognizes that many companies have historically incorporated PCR usage into their business practices. We applaud and appreciate those efforts, and encourage them to continue. However, APR Recycling Demand Champions commit to boost the current demand for PCR - it is all about NEW demand,” explained Liz Bedard, Director of the APR Rigid Plastic Recycling Program. “Due to current market conditions the critical need for an increase in demand has become glaringly apparent.”

APR is pleased to announce the new APR Recycling Demand Champions are:

- Avangard Innovative
- EcoProducts
- Unilever
- UPM Raflatac

These companies join those that committed in October 2017 and February 2018: Berry Global, Campbells Soup Co., Coca-Cola North America, Envision Plastics, Keurig Green Mountain, Inc., KW Plastics, Merlin Plastics, Plastipak/Clean Tech Inc., The Procter & Gamble Company, Target Corp., Champion Polymer Recycling, Denton Plastics, and Nestle.

“Demand Champions sign a commitment letter to identify and utilize WIP items with PCR content in their facilities, detail another new application for PCR that will be developed within a year, or an increase of PCR usage in a current application,” explained Bedard. “Within 12 months of becoming a Demand Champion, those companies must purchase or manufacture PCR containing item(s) and report to APR,” All data submitted to APR will remain confidential, but will be aggregated and developed into a reporting tool.

“We are pleased at the growth of this campaign, and as predicted, it has already become a seminal program of APR,” commented Steve Alexander, President and CEO of APR. “We commend the companies that have signed on to the program, and look forward to working with them to expand the market for mixed residential plastics, increase the demand for postconsumer recycled resins, and enhancing the plastics recycling industry.”

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The Association of Plastic Recyclers (APR) is *The Voice of Plastics Recycling*®. As the international trade association representing the plastics recycling industry, membership includes independent recycling companies of all sizes, processing numerous resins, as well as consumer product companies, equipment manufacturers, testing laboratories, organizations, and others committed to the success of plastics recycling. APR advocates the recycling of all plastics. Visit www.PlasticsRecycling.org for more information.