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***Newest APR Recycling Demand Champion Companies Announced
at the June 2019 APR Meeting in Minneapolis, MN
Proactively Building Demand for Recycled Plastics***

Three new companies have committed to an ongoing campaign that expands market demand for recycled resins and improves plastic recycling in North America. Announced during the June 2019 APR Member Meeting in Minneapolis, and developed by The Association of Plastic Recyclers (APR), [The APR Recycling Demand Champions Campaign](#) plays a prominent role in driving investment and increasing supply of PCR.

“As the leading international trade association representing the plastics recycling industry, APR is pleased with the growth of this important campaign,” commented Steve Alexander, President & CEO of APR. “The first year of the program alone resulted in 6.8 million additional pounds of postconsumer resin (PCR) in the marketplace. We look forward to seeing that number continue to rise as additional companies sign on and honor their commitments.”

The campaign includes any and all new volume PCR utilization. This can be achieved through purchasing “work in process” (WIP) goods used in manufacturing facilities that contain PCR, developing a new application for PCR, as well as an increase in PCR usage in a current application.

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

- Chick-fil-A
- EcoEnclose
- Scotts Miracle-Gro

These companies join those that committed in 2018 and early 2019: Berry Global, Keurig Green Mountain, The Procter & Gamble Company, Target Corp., Champion Polymer Recycling, Denton Plastics, Nestle, QRS, Unilever, ECO Products, Avangard innovative, UPM Raflatac, PAC Worldwide, and Champion Polymer Recycling, Envision, Plastipak/Clean Tech, Annie’s, Dow, Dart, Fabri-Kal, Paktech, Re-Play, Avery Dennison, Colgate-Palmolive, Pactiv, Revolution Plastics, Coldkeepers.

“Increased and reliable market demand is key to the success of plastics recycling, and the need for investment in domestic recycling infrastructure is more necessary today than it has ever been.” said Liz Bedard, Director of APR’s Rigid Plastics Recycling Program. “Growing, dependable markets can facilitate that investment. If reclaimers have a reliable market they can feel confident investing in their facilities, offer a better price for recycled resin, and pay MRFs a better price for bales. In turn MRFs can also feel confident making the investment to increase supply and create cleaner bales.”

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 remains confidential, but will be aggregated and developed into a reporting tool that will be released in October of each year. [Click here to view the October 2018 APR Recycling Demand Champions Annual Report.](#)

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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.