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For Immediate Release

NAPCOR LAUNCHES THREE-YEAR CAMPAIGN TO PROMOTE PET

February 13, 2020 (Charlotte, NC) - NAPCOR announces the launch of a three-year marketing campaign to establish a positive voice for PET. The biggest initiative for the organization, Positively PET™ is designed to educate consumers about the many attributes of PET, and to create a voice for PET where there is currently a void.

Plastics has been in the news lately, but not all plastics are the same. The Positively PET campaign plays off the resin identification code of 1 with a marketing theme of "The '1' everyone can feel good about." The campaign, which launched at the end of January includes public relations activities, paid social media advertisements and a new website (positivelypet.org) with information including PET 101 and Myths and Facts.

"Our members have expressed concern about only seeing negative imagery of PET containers in media," said Darrel Collier, Executive Director of NAPCOR. "Our goal is to create a place where consumers can learn the facts and provide a strong foundation from which to share the positives of PET."

The three-year campaign will include social media advertising buys on platforms such as Facebook, Twitter and Instagram, reaching 20-25 metropolitan areas over the three-year period. The first regions of focus are St. Paul, Minnesota and Charlotte, North Carolina where NAPCOR is based.

Founded in 1987, the National Association for PET Container Resources (NAPCOR) is the trade association for the PET plastic packaging industry in the United States, Canada and Mexico. NAPCOR is dedicated to promoting the PET package; to overcoming hurdles to the successful recycling of PET; and to communicating the attributes of the PET container as a sustainable package. Learn more at www.napcor.com and www.positivelypet.org.

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