

Virgin Resin Replacement in Support of Sustainability: How Kal Polymer's Massive Polypropylene Expansion is Reforming Virgin Resin Reliance and Recycled Content Claims

It is no secret many consumer goods firms are struggling to significantly further their virgin resin reliance reduction. Several of the world's biggest brands have yet to exceed even 5% of this ubiquitous 2025 sustainability target ([Will Plastics Recycling Meet Its Deadline?](#)), and in consideration of the challenges in sourcing suitable Post Consumer Recycled (PCR) candidates (FDA certified / natural streams), immediate improvement does not appear an imminent forecast. So how can multinational corporations entertain introducing new products into a marketplace mandating recycled content, marred by limited availability? Such situations are incentivizing firms to forget the government grants, and reconsider recycled content in the face of libelous 2025 claims. No one wants to be the bad guy in saying there is not enough quality PCR available to support all of the current big box programs in place, let alone new products set to launch in the next few years. Who has the courage to go against the translation of goodwill giants? If plastic is diverted from being landfilled, regardless of its origin, does this not denote green action in effect? Industry leaders such as Proctor and Gamble are demonstrating such lofty aspirations are achievable with the correct definition ([P&G Cracks the Sustainability Code](#)), and the support of key recycling partners.

Entering into their 30th year of existence, Kal Polymers has been a model of innovative continuous growth. From the acquisition of their Georgia facility ([Kal Polymers Extends its North American Reach](#)) in 2019, to the development of uniquely customized processing lines ([Details on a Reclaimers New Processing Line](#)), Kal Polymers has steadily developed since the introduction of blue box bins, to the present recycled content production legislation now in place (AB-793). This has been realized via significant investments in expansion, coupled with R&D, positioning Kal Polymers as a crucial comrade for progressing sustainability goals.

Specializing in FDA (direct food contact) and SGS (drug) Certified Post Industrial Recycled (PIR) Polypropylene (PP), with the ability to provide large ongoing volumes in natural and white feed streams, Kal Polymers is partnered with many Fortune 500 firms in furthering their sustainability goals. With the addition of 35 million pounds of production capacity opening July 2022 via the introduction of highly customized, revolutionary recovery lines, there is an unprecedented opportunity for brands lagging behind in their incremental virgin displacement goals to now make significant, immediate inroads. As Kal Polymers PIR PP can be utilized as a plug and play material, no longer are process engineers required to struggle incorporating a mere few percent of PCR to assert recycled content. With many of their Fortune 500 partners utilizing Kal Polymer's PIR PP at ratios such as 25%, 50%, even 100% (contingent upon the application), it is no surprise Kal Polymers is emerging as one of the leading North American Plastics Recyclers with whom to partner for sustainability and virgin resin reduction requirements. Aside from PP, Kal Polymers offers FDA Certified PIR lines of LLDPE and PET. They also provide toll reprocessing services for those seeking closed loop solutions. If virgin resin reliance reduction is tarrying your steps towards sustainability, this multinational firm is well equipped to meliorate your strategy.