

Press Release

FOR IMMEDIATE RELEASE

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PRCC Rebrands to Highlight PET Recycling in California

Effective January 1, 2025, California's premier plastic recycling organization known as the Plastic Recycling Corporation of California (PRCC) will be rebranding itself as the PET Plastic Recycling Corporation of California to better reflect its core mission of recycling polyethylene terephthalate plastics (more commonly referred to as PET). The PET resin is the package of choice for beverage containers, food packaging and other applications because it is light weight and environmentally sustainable.

By adopting this new name, the PRCC takes a bold step to highlight PET's unique qualities and its success as a recyclable material. This pivotal change reflects PRCC's steadfast commitment to PET recycling and its dedication to distinguishing PET—a highly recyclable and sustainable material—from other plastics.

For over 30 years, the PRCC has made PET recycling an essential component of California's environmental and economic landscape - in 2023 Californians recycled an astounding 18.8 billion beverage containers, averaging more than 400 containers per person. A robust infrastructure has developed in California from recyclers, processors, and reclaimers who convert post-consumer bottles into material used to produce new bottles and other secondary uses. The PRCC is a key player in ensuring a supply of quality post-consumer material to fulfill California's recycled content mandate for new containers – a true circular economy. This creates a demand for recycled PET, as well as incentivizing bottle manufacturers to specifically design bottles with recyclability in mind. By adopting this new name, PRCC takes a bold step to combat the misconception of grouping all plastics together and to highlight PET's unique qualities and its success as a recyclable material.

"This name change is more than just a rebrand; it's a declaration of our ongoing commitment to the PET industry and the circular economy," said Sally Houghton, Executive Director of the PET Recycling Corporation of California. "We aim to elevate the visibility of PET recycling and support our suppliers and buyers by promoting the availability and sustainability of their PET products."

The rebranding will not affect PRCC's operations as it will continue doing business as the PRCC. The organization remains dedicated to providing the same high level of service to its industry partners and members while continuing to champion the message that PET recycling is real, successful, and integral to California's business and environmental goals. This milestone marks an exciting time for PRCC employees, members, and stakeholders, as the organization embarks on this new chapter. The rebranding is a strategic move to support California's recycling goals and further establish PET as a leader in the sustainable materials market.

For more information or inquiries, please contact Executive Director Sally Houghton at shoughton@prcc.biz.

About PET Recycling Corporation of California (PRCC):

The PET Recycling Corporation of California (formerly the Plastic Recycling Corporation of California) is a non-profit producer responsibility organization dedicated to promoting the reclamation and recycling of PET beverage containers. Established in 1987, PRCC supports California's circular economy by raising awareness, improving recycling rates, and stabilizing end-use markets for PET. For more information, visit [PRCC website](https://www.prcc.biz).