



Expanding plastic recycling beyond #1 and #2 Bottles.....

The APR Rigid Plastics Recycling Program



The Association of Postconsumer Plastic Recyclers



APR Rigid Plastics Recycling Program

Association of Postconsumer Plastic Recyclers (APR)

- *National trade association*
- *Representing those companies with 90% of the post-consumer plastic processing capacity in North America.*

The goal of APR is to increase the amount of plastic material recycled in North America!



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Specific APR goals include:

- Increasing the supply of recycled plastics and reducing the contamination concerns for plastic recyclers*
- Developing plastic packaging design protocols for greater recyclability*
- Using awards to recognize packages designed to be recycling-compatible*
- Recognizing products made from recycled plastic material*
- Stimulating a market for rigid non-bottles plastic material*



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What about rigid plastics?

*Consumers want to recycle more plastics AND
a wide variety of industries want more plastics recycled*

Two ends of the equation are in sync.....

*Missing was a multi-party focused effort to expand
plastics recycling beyond #1 and #2 bottles.*

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APR Rigid Plastics Recycling Program

- *The Rigids Program is a membership committee*
- *Representing all rigid plastic stakeholders –*
 - *generators, collectors*
 - *recyclers, reclaimers*
 - *brand names companies*
 - *resin producers*
 - *public policy makers*

*Expanding rigid plastics recycling is important –
twenty nine organizations are at the table,
committed to creating solutions.*



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APR Rigid Plastics Recycling Program – Current Membership

- *American Chemistry Council*
- *Berry Plastics*
- *Clean Tech Inc.*
- *ConAgra Foods*
- *Custom Polymers Inc*
- *DuPont*
- *Entropex*
- *Envision Plastics*
- *Estee Lauder Companies, Inc.*
- *Graham Recycling Company*
- *Haycore Canada Inc.*
- *IntegriCo Composites*
- *Kimberly-Clark*
- *Kraft Foods*
- *KW Plastics Recycling*
- *Lyondell Basell Industries*
- *Milliken & Company*
- *Merlin Plastics Supply Inc.*
- *NAPCOR*
- *NatureWorks LLC*
- *North Carolina Div. of Pollution Prevention*
- *PWP*
- *Procter & Gamble Company*
- *Pure Tech Plastics*
- *Ropak Packaging*
- *Talco Plastics, Inc.*
- *URRC*
- *US Environmental Protection Agency*
- *Waste Management*
 - *Recycle America*



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APR Rigid Plastics Recycling Program

- ***The first year.....what's been accomplished?***
 - ***What is a rigid plastic?***
 - ***What do we know about rigid plastics?***
 - ***What are the concerns, issues and goals of the stakeholders?***
 - ***What is required to successfully move rigid plastics recycling forward?***



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APR Rigid Plastics Recycling Program

- ***What is a rigid plastic?***

- *At their first meeting, members decided it was –*

- *A rigid plastic material*
- *Not a #1 or #2 bottle*
- *6 ounces to 6 gallons*

- *However, there 's inconsistent terminology used throughout the recycling industry*

- *Some refer to oversized plastics as “rigid”*
- *Sometimes #3 - #7 plastics are considered “rigids”*
- *This issue will be discussed further*



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- ***What do we know about rigids?***

***American Chemistry Council's (ACC)
2007 Non-Bottle Rigid Plastics Recycling Report***

- *Approximately 325 million pounds of rigids were recovered in 2007*
- *Two-thirds of the material was exported*
- *Type of material – 55% Oversized items (buckets, pails, crates, toys, electronic housing)*
 - *45% Packaging applications (tubs, cups, pots, trays, etc.)*
- *Highest Value Resin Type – HDPE – 44% PP – 38%*



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- ***What are the concerns, issues and goals of the rigid plastic stakeholder members?***

- ***Common***

- *Sustainability*
- *Increased recycling*
- *Public Policy*

- ***Specific***

- *Households - Inability to recycle “all” plastic containers is frustrating*
- *Reclaimers – Quality issues, increase supply*
- *Brand Name Companies – Expanded variety of PCR*
- *Resin Producers – Reliable sources of supply*
- *Public Policy Makers – Quantitative information, design for recyclability*



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APR Rigid Plastics Recycling Program

- ***What is required for successful rigid plastics recycling?***
 - *Adequate supply, enough good raw material*
 - *Proven technology*
 - *Good demand, profitable products*
 - *Investment*
- ***ACC 2007 Non-Bottle Rigid Plastics Recycling Report***
 - *For business profitability, there needs to be 400 million pounds of consistent, clean supply of rigids*
 - *Consistent consumer education is needed to increase recycling and minimize contamination*
 - *Mixed rigids separation technology is needed to obtain highest value material*



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- ***What are the plans for the coming year?***
 - ***Acquiring a better understanding of supply***
 - *Rigid Plastics Audit*
 - *Plastic Home Sort Survey*
 - *“MRF” Survey*
 - *Grocery Store Rigid Plastic Project*
 - ***Beginning the discussion on demand***
 - *Recycled Resin Subcommittee*
 - *Rigid plastics recycling terminology & bale specifications*

An exciting program with an exciting future!



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