

FOR IMMEDIATE RELEASE – March 13, 2019

## ***Newest APR Recycling Demand Champion Companies Announced at the 2019 Plastics Recycling Conference***

*Proactively Building Demand for Recycled Plastics*

Fourteen 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 2019 Plastics Recycling Conference, and developed by The Association of Plastic Recyclers (APR), the leading international trade organization representing the plastics recycling industry, The APR Recycling Demand Champions Campaign plays a prominent role in driving investment and increasing supply of PCR.

APR also announced a partnership with The Foodservice Packaging Institute (FPI) to further expand the options for Champion Companies to increase their PCR usage through polystyrene (PS) applications. FPI sponsored the development of a list of PS PCR vendor companies that will be added to the current vendor listing on the APR website, and supported the recruitment of new APR Recycling Demand Champion companies.

“We welcome the opportunity to partner with FPI to expand the options that Demand Champion companies have to achieve their commitment,” explained Liz Bedard, Director of the APR Rigid Plastic Recycling Program. “APR Recycling Demand Champions commit to boost the current demand for PCR - it is all about NEW demand.”

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:

- Envision
- Plastipak/Clean Tech
- Annie’s
- Dow
- Dart
- Fabri-Kal
- Paktech
- Re-Play
- Avery Dennison
- Colgate-Palmolive
- Pactiv
- Revolution Plastics
- Coldkeepers

These companies join those that already committed earlier in 2018: 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, and Champion Poymer Recycling.

“Due to current market conditions the critical need for an increase in demand has become glaringly apparent,” explained Bedard. “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 will remain 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.](#)

“APR began recruiting companies to commit to the campaign in 2017,” commented Steve Alexander, President and CEO of APR. “We are pleased that the number of companies continues to expand each year, and we look forward to working with them to expand the market for mixed residential plastics, increase the demand for postconsumer recycled resins, and enhancing the plastics recycling industry.”

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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](http://www.PlasticsRecycling.org) for more information.