

Plastics Recycling Markets

NY Federation Solid Waste Conference
May 6, 2015



The Association of Postconsumer
Plastic Recyclers

The Voice of Plastics Recycling™

Association of Postconsumer Plastic Recyclers (APR)

- National trade association
- Representing those companies with over 90% of the postconsumer 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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APR Goals

- Increasing **supply** of recycled plastics
- Reducing **contamination** for plastic recyclers
- Recognizing packages designed for recycling
- Highlighting products made from recycled plastic material
- Increasing plastic recycling beyond bottles



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APR Programs

- APR Design™ Guide for Plastics Recyclability
- Model bale specifications
- Test methods to assess compatibility
- Recognition for innovators
- Rigid Plastic Recycling Program
- Films and Flexibles
- Rate reports
- Advocacy, Communications, and Education



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APR Structure

- APR is Technically Based Organization
- We are Data Driven
- Technical Committee is the Core of APR and Plastics Recycling



Communications

- Supports APR as **The Voice of Plastics Recycling™**
- Media Relations
- Education Programs/Webinars
- Advocacy
- Publications
- Program Development – collaborative work with Rigid, Technical, and Film



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Challenges to Plastic Recycling

- Supply/Contamination
- Oxo-degradable Additives
- Full Wrap Shrink Sleeve Labels
- Yield Loss
- Green Fence
- Non-Traditional Resins



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Thank You!

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