APR Design® Guide for Plastics Recyclability

UNEP WEBINAR SERIES SEPT. 2023

© 2023 The Association of Plastic Recyclers

Kate Bailey, Chief Policy Officer
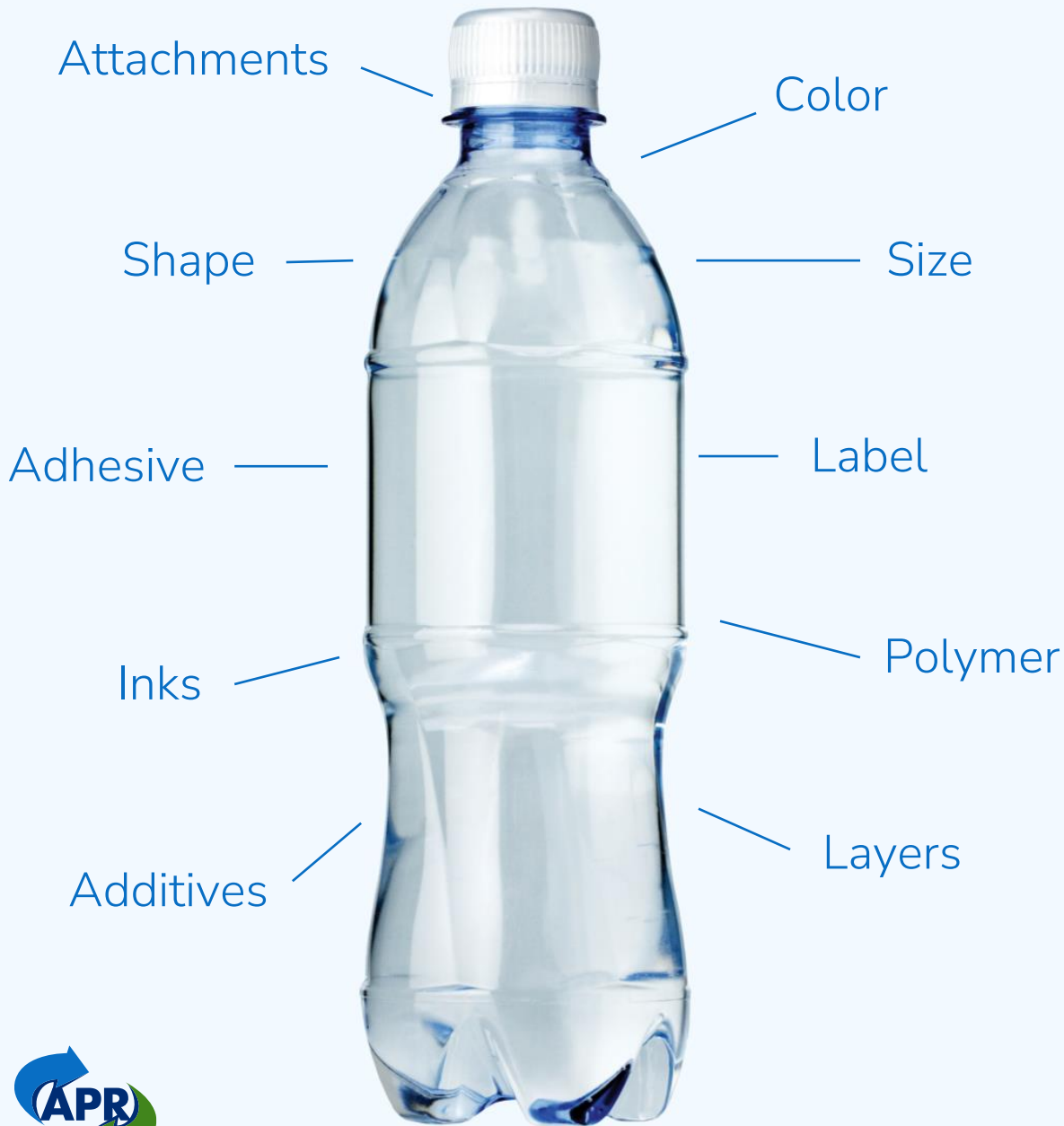
katebailey@plasticsrecycling.org

Who is APR?

APR is a US-based international non-profit and the only North American organization focused exclusively on improving recycling of plastics.

Our mission is simple:
IMPROVE PLASTIC RECYCLING

Overview of APR Design® Guide

- Closes the gap between package designers and the recycling system

- Evaluates each design feature and overall packaging into categories of recyclability

- Rigid and flexible plastic formats

www.plasticsrecycling.org/apr-design-guide

APR Assessment of Whole Package

Preferred Design for Recycling

✅ <u>All</u> design features are **Preferred** or have passed testing.

Tolerated but Needs Improvement

⚠️ <u>Any</u> design feature is Detrimental, AND <u>no</u> feature is Non-Recyclable.

Non-Recyclable

❌ <u>Any</u> design feature Renders the Package Non-Recyclable.

Processible by the recycling system

High Quality Recycled Content

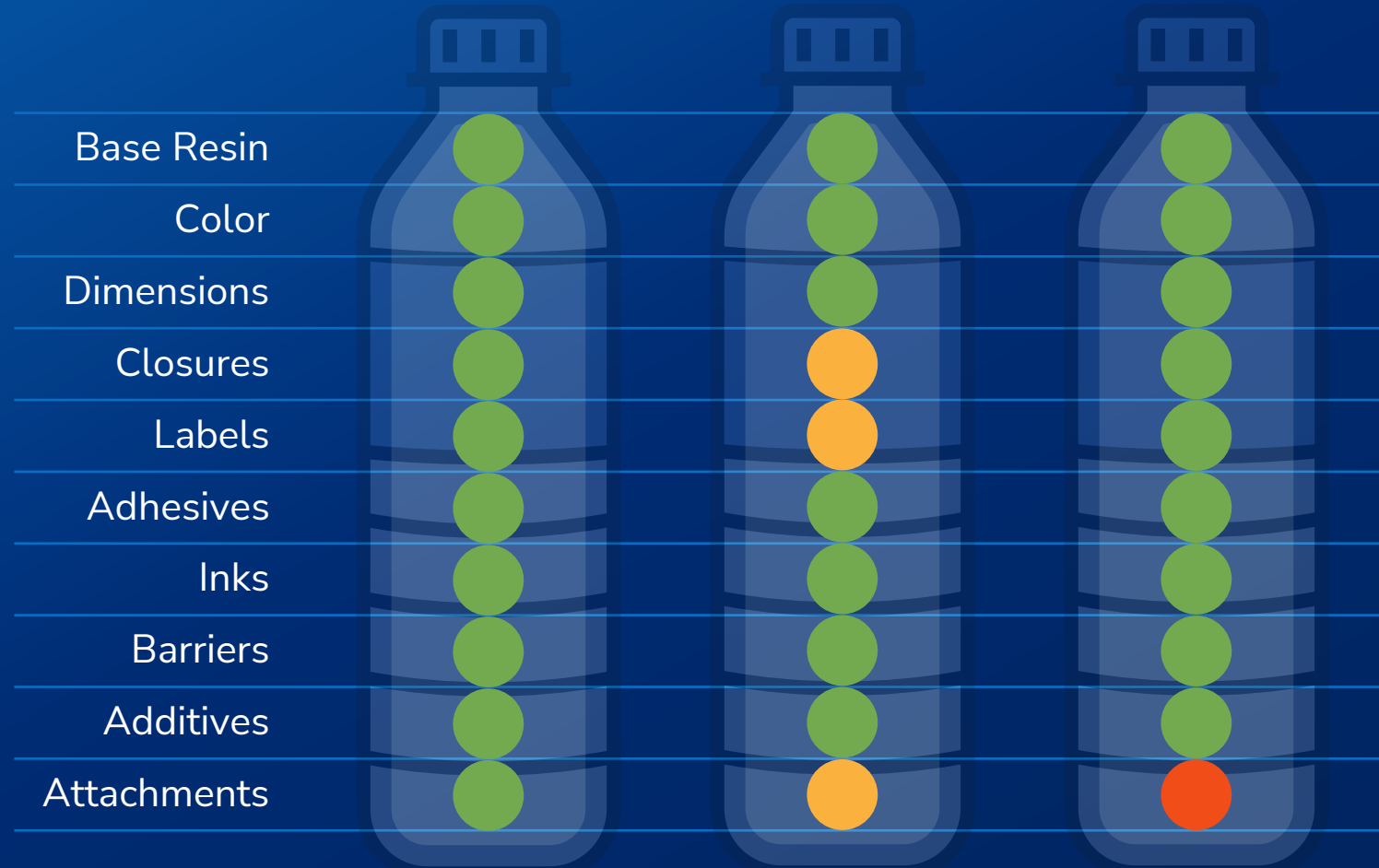**Lower Quality or Yield Recycled Content**

Landfill or Incineration

Design Features Drive Whole Package Assessment

Design Features

Design features are classified according to the APR Recyclability Categories or test results where testing is required.

Base Resin
Color
Dimensions
Closures
Labels
Adhesives
Inks
Barriers
Additives
Attachments

Whole Package Assessment

✓ Preferred Design for Recycling

⚠ Tolerated but Needs Improvement

✕ Non-Recyclable

APR Design Guide Training Program Completed

Packaging Converters

3M · AVERY DENNISON · HAVI · PLASTIC INGENUITY · Berry · HI-CONE · DART / SOLO · COMAR · rieke · SILGAN DISPENSING

Food and Beverage Brands

Coca-Cola · KraftHeinz · CONAGRA · Keurig DrPepper · Nestlé · PEPSICO · Mondelēz International · General Mills · FERRERO

Personal Care and Cosmetics Brands

Unilever · ESTĒE LAUDER · Henkel · Edgewell PERSONAL CARE · glanbia · L'ORÉAL · Perrigo · Johnson & Johnson · GOJO · THE BOUNTIFUL COMPANY · HALEON · SC Johnson · COLGATE-PALMOLIVE

GLOBAL HARMONIZATION WORK

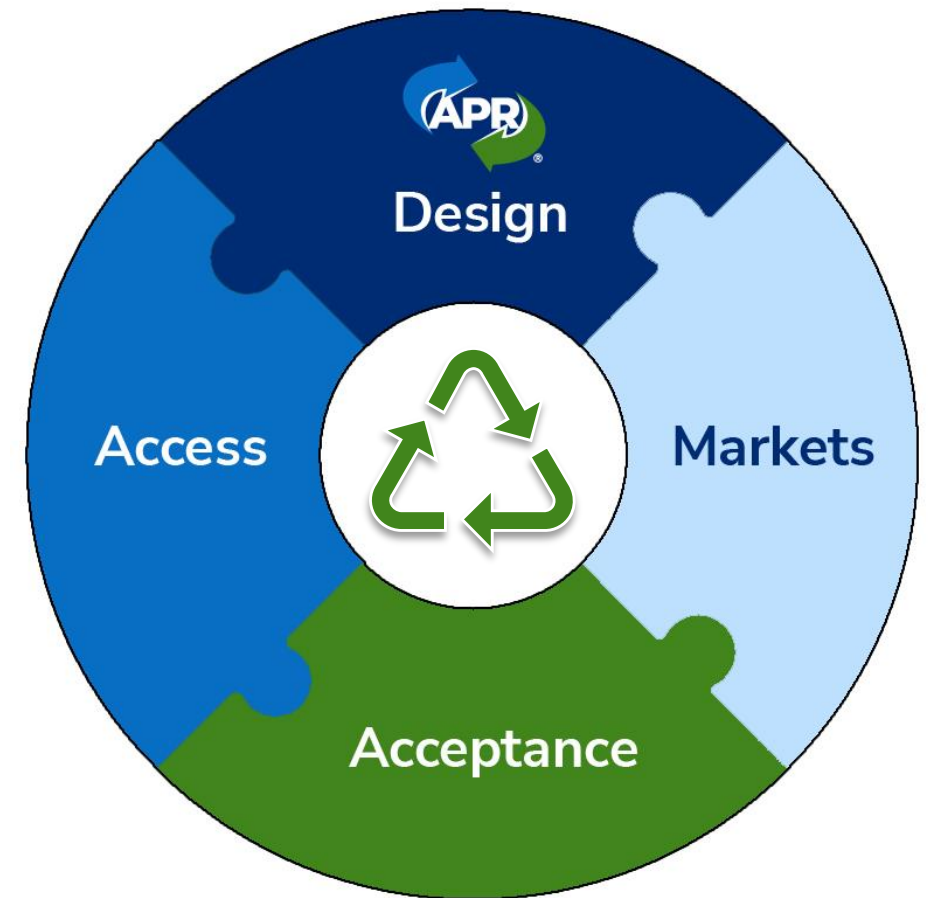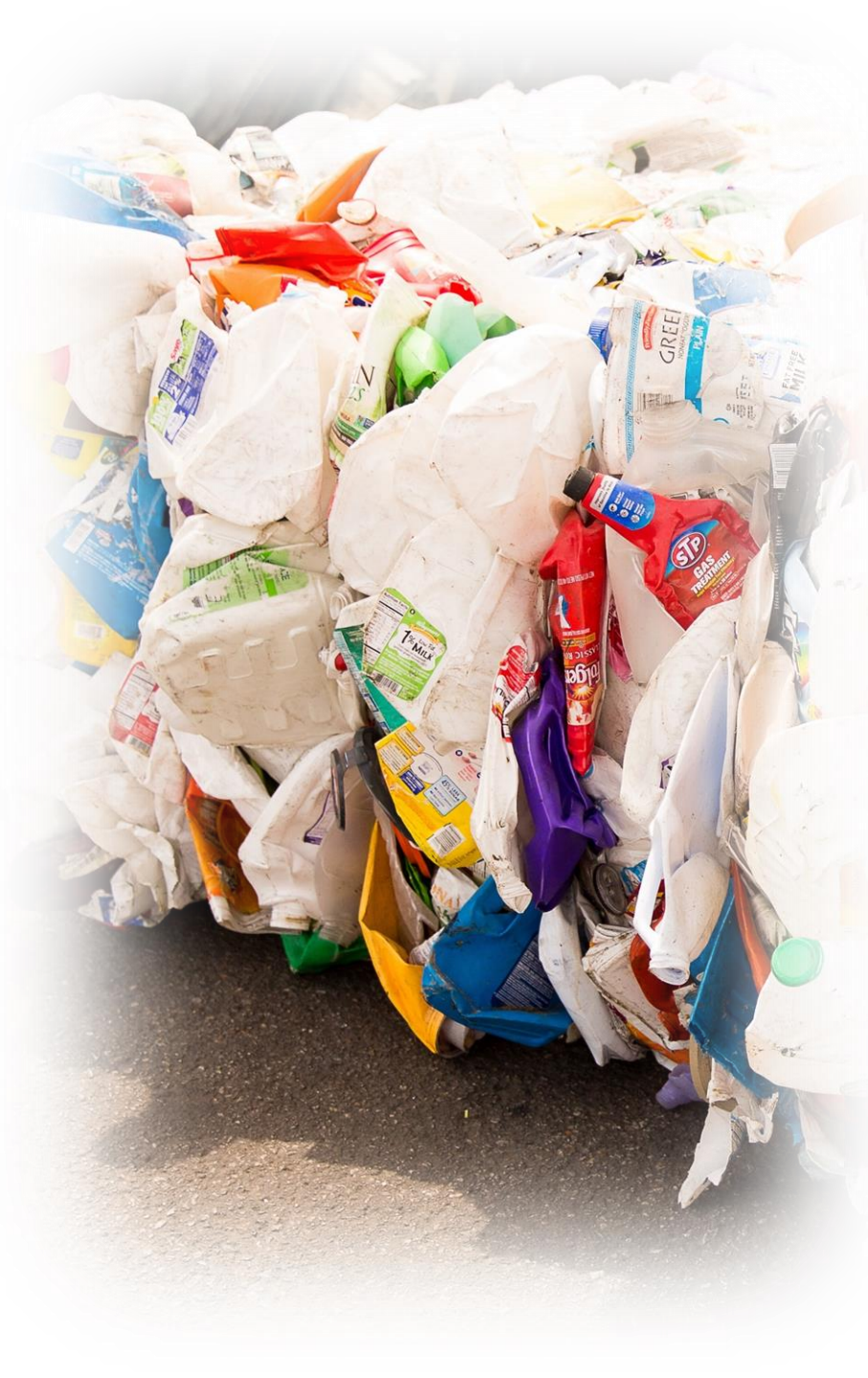| Global	Mexico	China	Europe
50% of APR website visitors from outside US Training for multi-national companies	Translated into Spanish by ECOCE	Translated into Mandarin	Collaboration agreement with Recyclass & Plastic Recyclers Europe (PRE)

DESIGN GUIDE CHALLENGES

- Voluntary adoption within industries

- Design is only one component of determining recyclability

- Packaging design changes much faster than recycling systems

- Lack of incentives to move from tolerated design to preferred design

KEY ELEMENTS OF SUCCESS

- Developed by recyclers

- Regularly reviewed and updated by APR technical committees (not staff) based on consensus decision

- Supported by training programs, testing protocols, and recognition programs for new innovations

- Integration with How2Recycle label, US Plastics Pact, Golden Design Rules

- Global harmonization

- Recognized by law in state of California Truth in Labeling standard

Thank you!

www.plasticsrecycling.org/apr-design-guide

Kate Bailey, Chief Policy Officer
katebailey@plasticsrecycling.org

© 2023 The Association of Plastic Recyclers