



ASSOCIATION OF PLASTIC
RECYCLERS

FLIPPING THE SCRIPT

**How to make recycled plastic the default
instead of new plastic**

NERC Conference, October 2025

Who is APR?

APR is an international non-profit and the only North American organization focused exclusively on improving recycling for plastics.

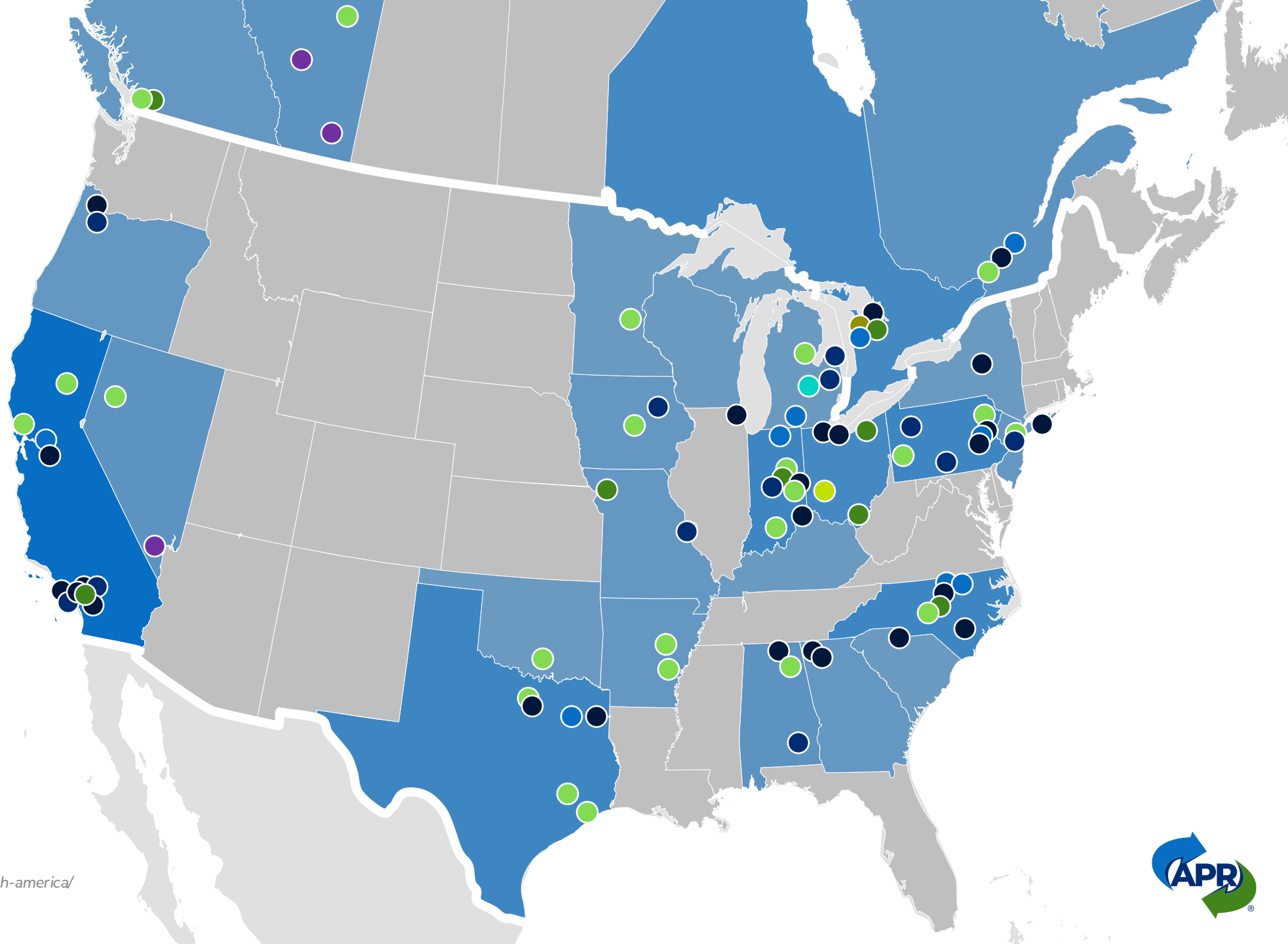


What Do We Do?

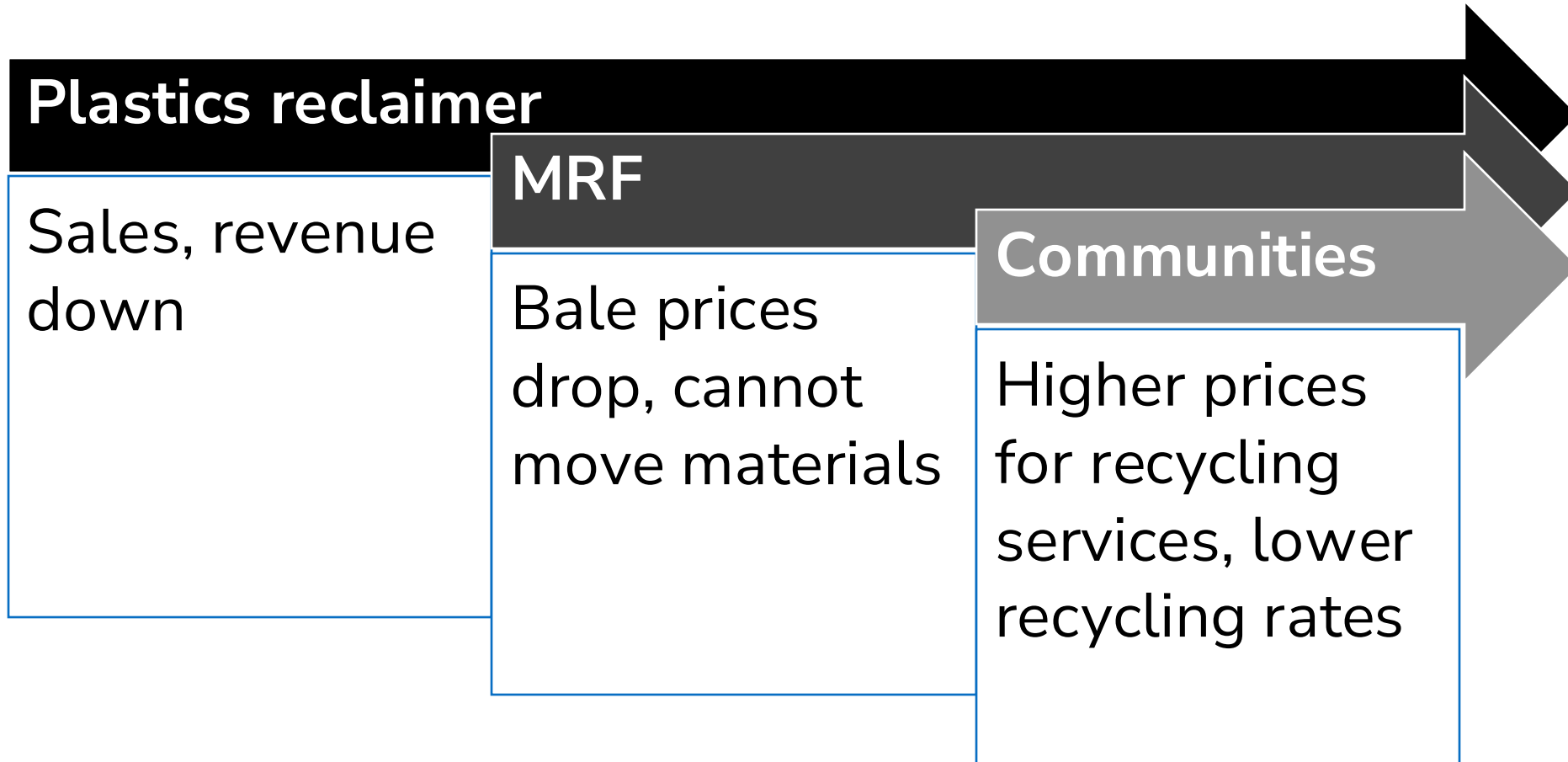
Our mission is simple:
RECYCLE MORE PLASTIC
to reduce waste.

Plastic Recyclers in US & Canada: Mechanical and Physical Reclamation Sites

- PET
- HDPE
- PP
- Film
- HDPE/PP
- HDPE/Film
- PET/HDPE/PP
- HDPE/PP/Film
- PET/HDPE



BAD MARKETS ARE BAD FOR ALL OF US



KEY POLICY SOLUTIONS



Expanded
recycled content
laws



Optimize recycled
content in EPR



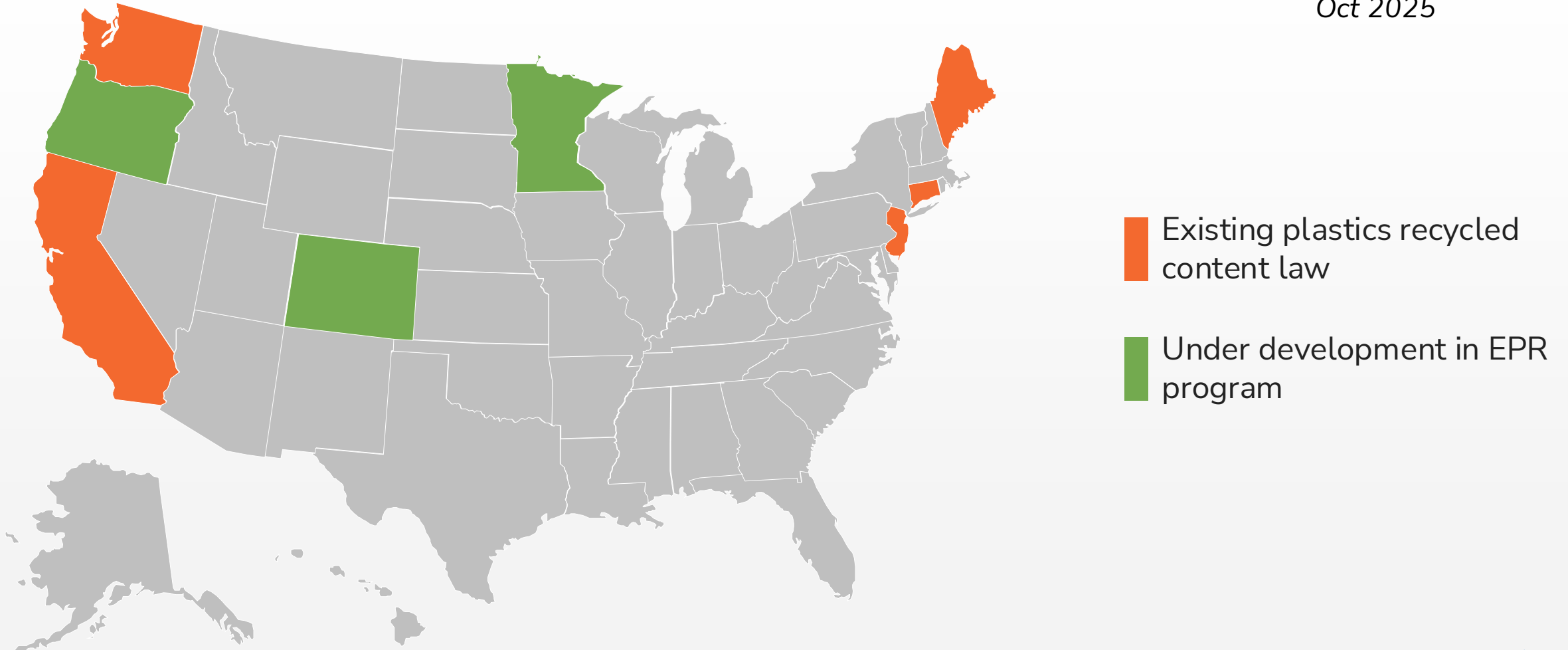
Support North
American
recycling only



Support federal
CIRCLE Act

MINIMUM RECYCLED CONTENT LAWS FOR PLASTIC PACKAGING

Oct 2025



Map by PresentationGO.com



RATES & DATES ON US RECYCLED CONTENT LAWS



STATE	PRODUCT TYPE	INITIAL RATE	SECOND TARGET	FINAL TARGET
CA	Beverage bottles (glass and plastics)	2022*: 15%	2025: 25%	2030: 50%
CA	Rigid plastic packaging container	1995: 25%		
WA	Plastic beverage bottles	2023: 15%	2026: 25%	2031: 50%
WA	Plastic wine containers (187 ml) ; Dairy milk containers	2028: 15%	2031: 25%	2036: 50%
WA	Plastic household cleaning & personal care products	2025: 15%	2028: 25%	2031: 50%
WA	Plastic trash bags	2023: 10%	2025: 15%	2027: 20%
NJ	Plastic beverage containers	2024: 15%	Up 5% every 3 years	50%
NJ	All other rigid plastic containers	2024: 10%	Up 10% every 3 years	50%
NJ	Plastic carryout bags	2024: 20%	2027: 40%	
NJ	Plastic trash bags (varies by bag thickness)	2024: 5-20%	2027: 10-40%	
ME	Plastic beverage containers	2026: 15%	2031: 30%	
CT	Plastic beverage containers	Report by end 2023	2027: 25%	2032: 30%

* Dates are January 1 unless otherwise noted

BROADENING SCOPE OF PCR LAWS



Nursery pots & trays



Shipping containers



Film plastic overwrap



Rigid plastics



Roll carts & containers



Trash bags

GOALS FOR MORE RECYCLED CONTENT LAWS

- Focus on non-food contact applications
- Set achievable targets for 2030 using mechanical & physical recycling
- Rigid plastic containers & rigid plastic products: 30% PCR
- Film plastics: 10%
- Waivers for technical and supply challenges
- Building upon these models:
 - [CA AB 973 \(2025\)](#)
 - [NJ S2515 \(2020\)](#)



PUT NORTH AMERICAN PROGRAMS FIRST

Recycled content laws only help local recycling programs if they use your materials

- Plastics recyclers are losing contracts, closing operations, scaling back because of imported recycled PET
- Laws must prioritize PCRC from US and North American programs
- Create further incentives for local/regional sourced materials
- Require data reporting by country of origin
- Require third party certification for postconsumer content

IMPORTED RECYCLED PLASTICS UNDERMINING US & EU RECYCLERS

August 20, 2025 09:15 AM

'The clock is ticking' for US recycling industry, APR warns

August 27, 2025 02:42 PM

European plastic recycling industry facing 'imminent collapse', says PRE

19 Mar 2025

SHARE    

Crisis in EU Plastic Recycling Demands Immediate Action



OPTIMIZE FOR RECYCLED CONTENT IN PACKAGING EPR LAWS

- Set targets for plastics based on resin type
- Limit PRO investments to US, North America infrastructure
- Specify PRO budget allocation for recycling market development
- Apply ecomodulation incentives only to PCRC from North American programs
- Phase in PCRC certification requirements
- Support complementary recycled content policies beyond EPR mechanisms



SUPPORT U.S. CIRCLE ACT (HR 4466)

Cultivating Investment
in Recycling and Circular
Local Economies
(CIRCLE) Act

LEARN MORE



Sign on in
support today!



30% investment tax credit for recycling infrastructure

Bipartisan bill, 50 organizations endorsed

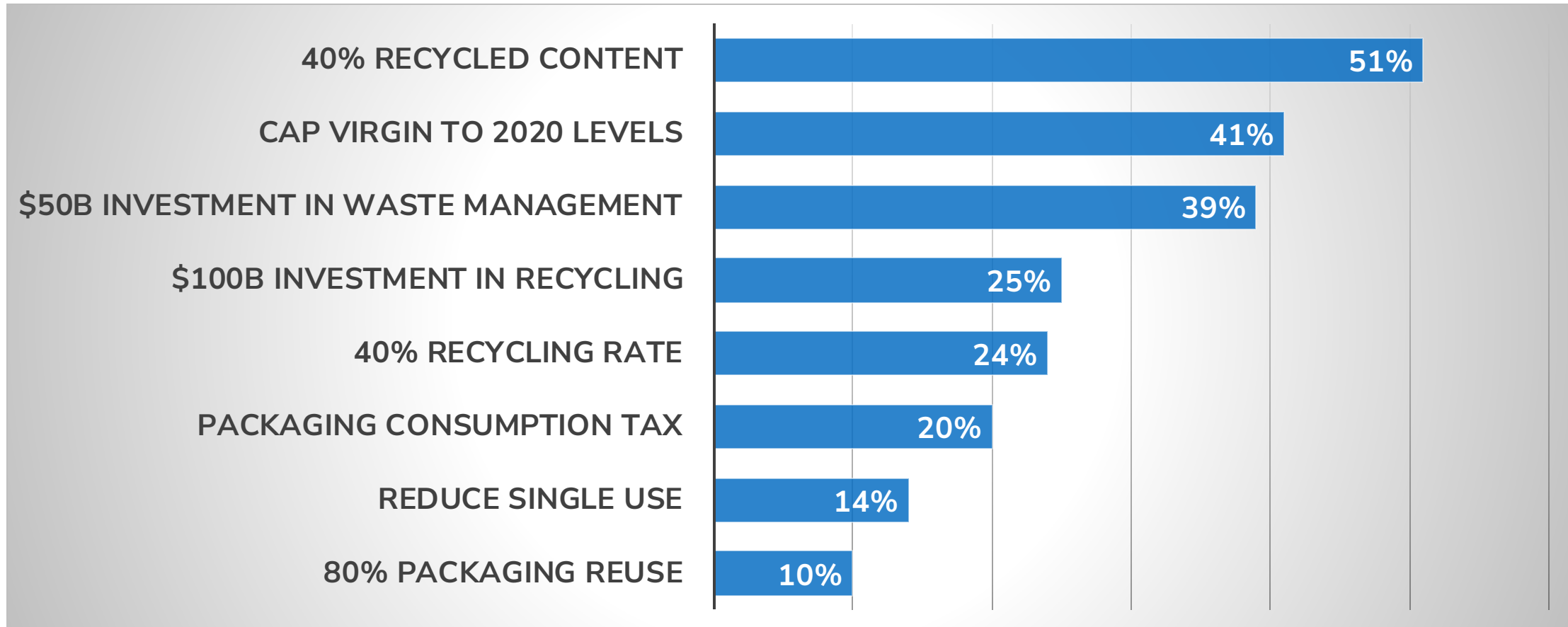


WHY IT MATTERS



STUDY SHOWS RECYCLED CONTENT IS STRONGEST GLOBAL POLICY TO REDUCE PLASTIC WASTE

PROJECTED REDUCTION IN GLOBAL PLASTIC WASTE MISMANAGEMENT BY 2050
UC BERKELEY STUDY, 2024: SCIENCE



Data sourced from <https://www.science.org/doi/10.1126/science.adr3837>



Using Recycled Plastic Saves Energy and Lowers Emissions

Recycling and using recycled materials is good for manufacturers, consumers, and the planet.



Reduce energy consumption by at least 79%

Reduce greenhouse gas emissions by at least 67%



LET'S KEEP TALKING

How we can help

- Model bill language
 - recycled content, certification, country of origin tracking, recycled content in EPR, & more
- Working examples of PCR
- Technical experts to answer questions
- Lobbying support
- & much more

THANK YOU!

Kate Bailey, Chief Policy Officer
katebailey@plasticsrecycling.org

Allison Kustic, State Gov. Manager
Allison@plasticsrecycling.org

