
For Immediate Release

GROCERY MEMBERS OF THE RETAIL COUNCIL OF CANADA (RCC) ANNOUNCE SUPPORT FOR NEW TEST PROTOCOL FOR RECYCLING-FRIENDLY ADHESIVES AND LABELS

New Protocol Will Help Facilitate Increased Recycling of PET Thermoform Containers

June 30, 2011 -- Grocery members of the Retail Council of Canada (RCC) announced their support today for the introduction of a new test protocol to determine the impact of labels and adhesives on PET thermoform package recycling. Developed by the Association of Postconsumer Plastic Recyclers (APR), in conjunction with the National Association for PET Container Resources (NAPCOR), this protocol was instigated by the grocery members of the RCC as part of their initiative to increase the availability of recyclable packaging in their stores.

The main issue is that the glue used to attach labels to thermoform containers is often so strong that the label cannot be removed from the plastic and prevents it from being properly recycled. This new protocol will help identify an adhesive that satisfies both the need for labels to adhere, and the need for them to be removed prior to recycling.

“This protocol will play a pivotal role in allowing PET thermoformed packaging to be recycled in the most efficient way possible,” said Allen Langdon, VP of Sustainability for the Retail Council of Canada.

PET thermoformed packaging is the fastest growing type of packaging in the market; it is used extensively by grocers for in-house packaging of items such as produce, nuts, dried fruit, and baked goods. With support from Waste Diversion Ontario, Stewardship Ontario, and the Canadian Plastics Industry Association, RCC grocery members have been working with NAPCOR and the APR to remove the obstacles preventing the recycling of PET thermoformed packaging.

For more than 15 years, the APR has developed and refined test protocols for recycling compatibility for both PET and HDPE packaging and peripherals, including labels, caps, and inks. The intent of the new protocol is to ensure that the labels and adhesives used on PET thermoform packaging can be removed under the same conditions as those used in the PET bottle recycling process.

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Registration by label and adhesive suppliers for the first round of testing will end July 15th with actual testing to commence shortly thereafter. Only those products that pass the protocol will be posted on the APR website.

“We urge all suppliers to get involved so that our members will know the appropriate labels to use for their private label and in-store packaging,” said Mr. Langdon. To register, and for more information about the test protocol, visit the APR website, <http://www.plasticsrecycling.org/technical-resources>

The Retail Council of Canada is a not-for-profit, industry-funded association representing more than 43,000 store fronts of all retail formats across Canada, including department, specialty, discount, independent stores, and online merchants. <http://www.retailcouncil.org>

Founded in 1987, NAPCOR is the trade association for the PET plastic packaging industry in the United States and Canada. NAPCOR is committed to being the credible voice and champion of the PET industry; to facilitating solutions to PET recycling; and to communicating the attributes of PET, an environmentally sustainable package. For more about NAPCOR, visit www.napcor.com

The Association of Postconsumer Plastic Recyclers (APR) is the national trade association representing companies who acquire, reprocess, and sell the output of more than 90 percent of the post-consumer plastic processing capacity in North America. Founded in 1992, its membership includes independent recycling companies of all sizes, processing numerous resins. APR strongly advocates the recycling of all post-consumer plastic packaging. <http://www.plasticsrecycling.org>

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