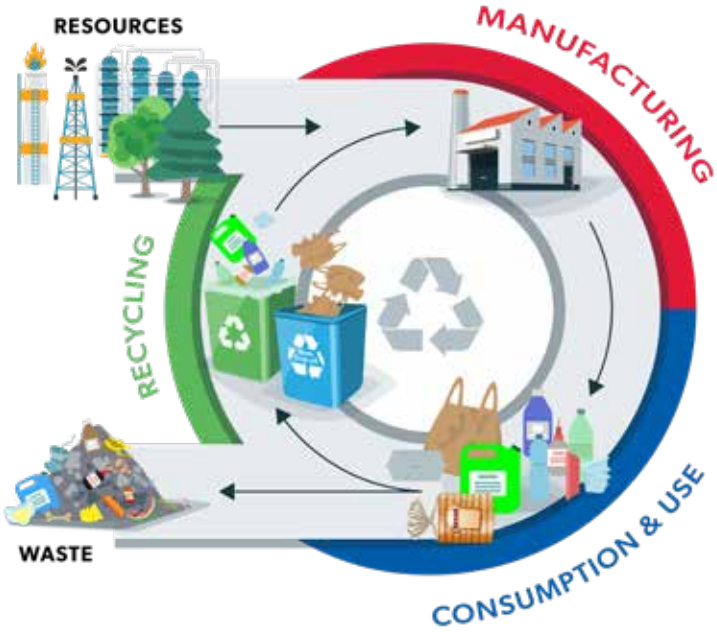
Why is PCR important?



PCR and the Circular Economy

Novolex and its customers have a critical role to play in driving the circular economy by using PCR in products. For a circular economy to work, municipalities, retailers and recyclers need incentive to grow their recycling programs. Demand for Post-Consumer Recycled (PCR) content is what supports their ability to offer recycling for products.

GHG Reduction Contributes to Sustainability Targets

Using PCR content has many benefits, including diverting waste from landfills and reducing greenhouse gases (GHGs) associated with extraction and processing of resources needed to produce new raw materials.

Novolex is a large consumer of PCR

content in North America and Europe with industry-leading capabilities in the use of recycled content in both paper and plastic products.

Novolex also operates two world-class recycling centers in North America.

We use these organizations to certify recycled content.

- SCS is an international leader in third-party certification, validation, and verification for environmental, sustainability, and food safety and quality performance claims.
- Association of Plastic Recyclers promotes development of the plastics recycling industry. APR's PCR certification program aims to verify use of high quality recycled plastics.

Guide to Industry Terms

Post-Consumer	Material that has been collected after an item has been used for its intended purpose. Post-consumer material may be generated by households or commercial establishments.
Post-Industrial	Material diverted from the waste stream during a manufacturing process. Excluded is reutilization of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it.
Reprocessed (Repro)	To convert recovered materials into new raw materials that can be used to make a finished good. This can include materials reprocessed from both post-consumer and post-industrial recycled sources.
Pre-Consumer	Material diverted from the waste stream during a manufacturing process. Excluded is reutilization of materials such as rework, regrind or scrap generated in a process and capable of being reclaimed within the same process that generated it. Consumer can be defined as the final end-user and can be either a person(s), industry or business that has used the product for its intended purpose.
Regrind plastic	Used to describe post-industrial scrap that is granulated and reground.
Circular Economy	A circular economy aims to redefine growth by looking beyond the current production model of extracting resources from the earth, making them into something and then disposing of them. A circular economy focuses on producing society-wide benefits by designing out waste and pollution, keeping products and materials in use and regenerating natural systems.
Closed-loop Recycling	A supply chain concept, the return or take-back of an object to reuse or recycle back into the same application. Recycling back to a similar quality as the original material – a product fit-for-purpose to use again in the original or in a similarly demanding application.
Open-loop Recycling	Often the quality of the plastic available is compromised due to the presence of different types of plastics, or some plastics degrade after each time around the recycling loop. Where quality is compromised, the used plastic can be mechanically recycled into a lower quality application – or "downcycled." The term "open loop" is used to describe these types of recycling.
Mechanical Recycling	Operations that aim to recover plastics waste via mechanical processes (i.e. grinding, washing, separating, drying, re-granulating, and compounding). In mechanical recycling, polymers stay intact, permitting for multiple re-use of polymers in the same or similar product.
Chemical Recycling	Breaks down plastic waste into chemical substances, including monomers. The resulting feedstocks form chemical building blocks from which new plastic materials can be produced.

Sources: APR, FTC and the Alliance to End Plastic Waste

How2Recycle Guide to Recyclability

Novolex participates in the How2Recycle® program, a standardized labeling system that provides guidance on recycling packaging waste and empowers consumers through smart packaging labels.

Novolex Sustainability Report

Learn more in our latest Novolex Sustainability Report.