



The Genpak, PCR Advantage

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The Federal Trade Commission defines recycled content materials as those that have been recovered or diverted from the solid waste stream. Recycled content can be broken into two categories. Post consumer and pre-consumer, which may also be referred to as post industrial. Post consumer content, as its name implies, are materials that have been used by consumers. Examples are clear plastic water and soda bottles made from P.E.T. that carry the #1 recycle symbol. Post industrial is scrap that is generated during the normal manufacturing process that is recycled back into its raw material state and used again.

At Genpak, we began producing our clear [Hinged Deli](#) products using post consumer recycled (PCR) content back in early 2007. Since then we have expanded that program to include *all* of our clear APET products.

The EPA states “There’s more to recycling than setting out your recyclables at the curb. In order to make recycling economically feasible, we must buy recycled products and packaging. When we buy recycled products, we create an economic incentive for recyclable materials to be collected, manufactured and marketed as new products. Buying recycled products has both economic and environmental benefits. Purchasing products made from or packaged in recycled materials saves resources for future generations.”

For our part, just in 2009 we used nearly **14 million pounds** of post consumer resin for our APET products. To put that into perspective, it is the equivalent of diverting nearly 280 million water bottles from landfills! Breaking it down even further to a customer level, you can say that for every 200 cases of our very popular [AD16](#) purchased, you have helped us divert 17,600 bottles that were destined for a landfill. Not only are our Deli containers made with up to 50% post consumer recycled content, but they are also still #1 recyclable! It’s a win-win.

For more information or to request samples just [drop us a line](#) and we’ll get you everything you need to know.

