

# Take Action to Accelerate PET Thermoform Recycling

Two policy states have designated PET thermoforms as “unrecyclable” - a precedent that demands swift investment in end markets

## The Challenge



### Only 30%

of North American PET reclaimers can effectively process thermoforms with minimal loss of material, resulting in up to 60% - millions in economic value - lost each year.

A combination of factors contributes to this end market challenge, ranging from packaging not designed for recyclability to fluctuating material volumes.

## Immediate Action

The PET Recycling Coalition Strategy: Delivering from Design to End Market

1



Support Reclaimer Capability & Capacity Expansion

2



Build Design & Demand Champion Network to Support End Markets

3



Increase Acceptance Through Community Engagement

Recognizing the needs of the evolving landscape, the Coalition’s strategy **will focus on supporting PET thermoform end markets by:**

- Deploying grants to strategic reclaimers to increase thermoform processing capability and capacity
- Building an industry network to drive adoption of optimal design for recyclability and increase demand for domestic, thermoform-derived recycled PET
- Supporting communities with communicating acceptance and other education best practices

# Join the PET Recycling Coalition Today

**A \$2 million investment is needed to support end markets, improve national acceptance, and help PET thermoforms gain inclusion on recycling lists in policy states.**

- Reclaimer investments over the next 1-2 years are critical to ensure processing capabilities are developed across the U.S. to support decreased yield loss and compliance in policy states.
- Industry collaboration to design for recyclability AND increase demand for domestic, thermoform-derived recycled content will build long-term stability for PET thermoform recycling.
- Successfully increasing acceptance will require coordinated action through end markets, MRFs, and community engagement.
- The Coalition is supported by nearly 15 companies and organizations today, but additional funding is required to implement the full three-part strategy.



**Contact Karen Bandhauer**  
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to learn more about  
joining our connective  
network.

Steering Committee

**EASTMAN**



Supporting Funders



Advisory Committee



Launched in 2022, the PET Recycling Coalition has built upon The Recycling Partnership's years of expertise and industry knowledge to improve the circularity of PET. Together with packaging producers, communities, and recyclers, the Coalition has deployed over \$6 million across 50+ interventions, including community and processor investments to increase acceptance, capture, and quality of recycled PET.



**Learn About Coalition  
Impact Here**