



# How Plastic Ingenuity is Expanding Demand for Recycled PET

As recycling policies tighten and brands face growing pressure to use recycled content, one challenge is becoming impossible to ignore: recycling systems only work when there is strong, sustained demand for the material collected.

That's why the [APR Recycling Demand Champions Program](#) recognizes companies using North American post-consumer recycled (PCR) plastic, as well as certified and contracted PCR. Demand Champions demonstrate leadership in what is required for North American recyclers to invest, grow, and keep valuable material in circulation.



Among them, [Plastic Ingenuity](#) stands apart as a Demand Champion currently committed to using PCR for PET thermoform packaging. Since 1972, the company has produced custom thermoforms ranging from salad kits and snack trays to healthcare packaging. And today, recycled material goes into almost every PET package the company produces.

## Why Recycling Demand Champions Matter

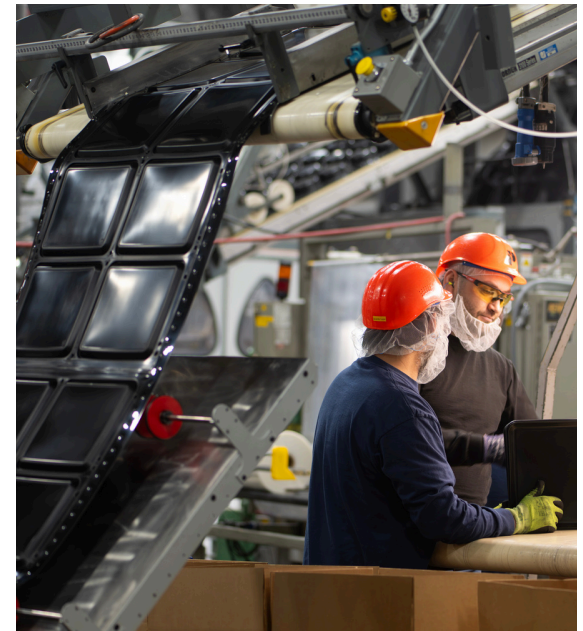
The Demand Champions Program, led by the Association of Plastic Recyclers with support from The Recycling Partnership, evaluates companies based on measurable commitments to North American PCR use, contracted supply agreements, certified PCR, and expanded adoption of recycled material.

The program is designed to strengthen the entire recycling system by accelerating demand-side investment. For Plastic Ingenuity, that commitment is only growing. The company has expanded PCR use over the last five years, driven in part by [emerging state recycled content policies](#), including New Jersey's food-grade PCR mandate taking effect in 2027.

“WE ARE STRONGLY COMMITTED TO CONTINUING TO EXPAND THE USE OF PCR IN OUR PRODUCTS. WE DON'T SEE THAT SLOWING DOWN – IF ANYTHING, WE SEE IT SPEEDING UP. DEMAND CHAMPIONS IS A STRONG WAY FOR US TO COMMUNICATE THAT COMMITMENT TO THE MARKET.”

**Zach Muscato**

Director of Sustainability and Innovation,  
Plastic Ingenuity



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## Investing in the Future

Plastic Ingenuity — which is also a [PET Recycling Coalition](#) member — has invested in extrusion processing and supporting equipment to make packaging that contains anywhere from 25% to 100% recycled content, depending on the product. Overall, more than a quarter of the company's PET portfolio was made of PCR in 2025.

The company sees recycled material expertise as a long-term business advantage as demand accelerates across food and healthcare packaging markets.

"As we enter submarkets, both in food and healthcare, our knowledge of recycled materials is going to be critical and could be a nice entry point," Muscato says. "Recyclers today really need that commitment from end markets like us. Although PET is an exceptionally recyclable material, we need that end market demand to make sure that our recyclers continue to thrive."

## Stronger Demand Builds Stronger Recycling Systems

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Muscato recommends considering Demand Champions if your business is committed to North American PCR. Reclaimers, brands, and suppliers are all in business together — prioritizing PCR use long-term is about lowering business risk for all the players.

Strengthen End-Market Demand

Invest in Recycled Content

Scale Circular Packaging

LET'S SOLVE RECYCLING'S TOUGHEST  
CHALLENGES, TOGETHER.