



» APPLICATION BULLETIN

Post-Consumer Recycled (PCR) Content Materials for Packaging Applications

For OEMs and molders, keeping sustainability top-of-mind while designing and manufacturing packaging applications is crucial. Consumers are increasingly mindful of environmental impact when purchasing products, and express strong preference for brands that are making efforts in this space.

Using recycled content materials in packaging is one method to address consumer preference, and PCR materials can be integrated into blow molded bottles, caps and closures, flexible pouches and more.

Post-consumer recycled content is generally defined as any material that is recycled after its commercialization or use in the marketplace. Commonly recycled materials are PET, LDPE, HDPE, PP and TPE.

Benefits of integrating PCR content into packaging applications include:

- Reduced carbon footprint
- Decreased energy usage
- Advancement of the circular economy

PCR content is prominently used in packaging segments including:

- **Food & Beverage** – blow molded bottles, caps and closures, flexible pouches
- **Personal Care & Cosmetics** – blow molded bottles, caps and closures, recycled tubes
- **Home Care** – blow molded bottles, caps and closures, flexible pouches, zipper pouches
- **Electronics** – shipping trays
- **Industrial** – canisters, pails



RESINS FROM AVIENT DISTRIBUTION SUPPLIERS

Avient	reSound™ R VX	TPE	Utilizes 25–40% recycled content; post-consumer recycled content grade formulated with recycled ocean plastics
Avient	reSound™ R DY	TPE	Contains 9–39% post consumer recycled content
Covestro	Bayblend®	PC/ABS	Contains 10–35% post-consumer recycled content
LyondellBasell	Hostacom	PP	Contains post-industrial or post-consumer recycled PP
LyondellBasell	Hostacom	TPO (POE)	Contains post-industrial or post-consumer recycled TPO
Star Plastics	ReStart™	PC, ABS, PC/ABS	Contains 35–50% post-industrial or post-consumer recycled content

COLORANTS & ADDITIVES FROM AVIENT

Rejoin™ PCR Masterbatch colorants	Colorants made with PCR polyolefin as a carrier resin; allows for 100% PCR packaging; combines pigments & additives into one solution
ColorMatrix™ rePrize™ IV Builder for PET	Liquid additive for manufacturing rPET that improves quality of recycled material and reduces energy needed to produce rPET
ColorMatrix™ Optica™ Toners & Colors	Colorants added to PET & rPET materials to fix issues with color variations and yellowing

HOW WE CAN HELP

Our team of engineers, field specialists, designers and color technologists are here to help:

- understand your specific application needs, and unpack how to incorporate PCR materials
- recommend best-fit materials from a broad portfolio of polymers, colorants and additives
- troubleshoot technical issues, such as warping, flow lines and yellowing



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