

news from



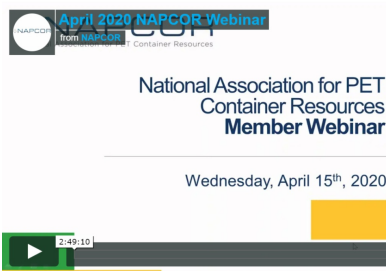
NAPCOR

## Your NAPCOR Updates & PET Industry News

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### April NAPCOR Webinar Slides & Recording Posted



We had an impressive turnout for NAPCOR's first-ever virtual member meeting, so thank you to all who participated. Meeting materials, including a recording of the webinar, are now posted on the Member Center.

[Member Center - April 2020 Webinar](#)

If you haven't done so already, please mark your calendar for the next NAPCOR meeting **July 22-23** (we will announce in early June whether this will be an in-person meeting or a webinar). Future dates beyond July include **November 18-19 of this year, and April 14-15 of 2021**.

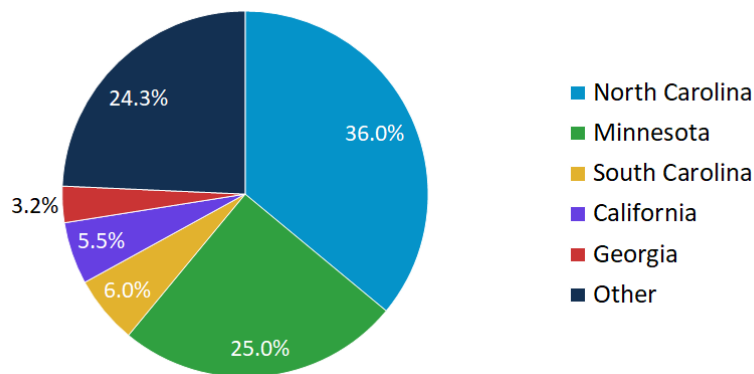
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### Positively PET Campaign Update

Our Positively PET marketing campaign continues to move forward. From our launch at the end of January, a lot has happened. Here's a recap:

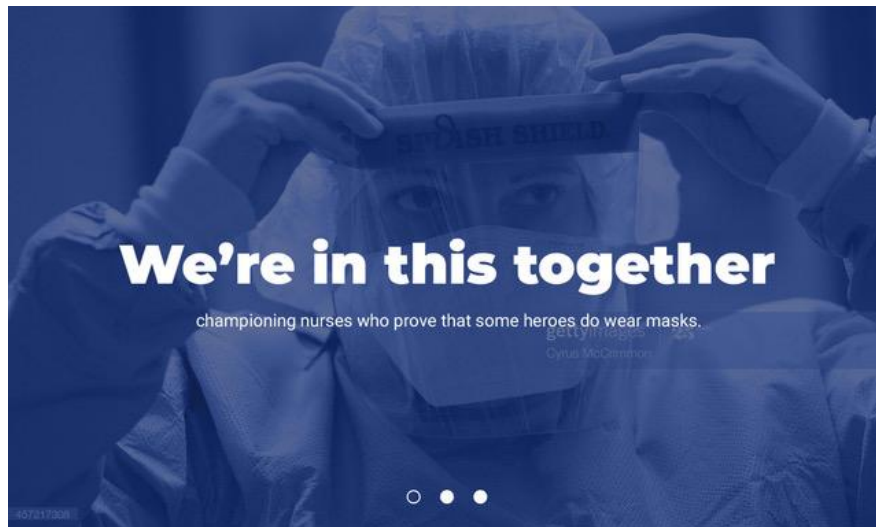
Social media advertising has been ongoing in Charlotte, NC and St. Paul, MN. In addition to the online advertising with Facebook and Instagram Stories, we have been driving consumers to the Positively PET website through advertising platforms that share our short 15 second videos, as well as sponsored news feeds. All of this has resulted in traffic to our website:

- Since our launch, over 11,000 users have been to the new website [PositivelyPET.org](https://PositivelyPET.org)
- The U.S. accounts for 90% of the traffic, with our top 5 states shown in the chart below



These state percentages will begin to shift in May as we wrap up paid advertising in Charlotte and St. Paul, and begin to advertise in two new regions – Nashville, TN and Fort Worth, TX (Facebook paid advertising has already started in Nashville and Fort Worth).

You might be wondering how the Coronavirus has impacted our campaign? As mentioned on our member webinar, we began shifting our messaging to be more aware of the shelter-at-home orders, and in April we took a brief pause to establish new messaging that recognized some of the behind-the-scenes heroes in the PET industry. New images on the website better align with the current situation. We will continue with this messaging in Nashville and Fort Worth, but as the economy reopens we'll return to our original campaign content.



In addition to the paid advertising that will be ongoing in selected regions, organic social media is taking place. If you haven't already, be sure to follow Positively PET on [Facebook](#), [Instagram](#) and [Twitter](#). While you're at it – make sure you're following NAPCOR's social pages on [LinkedIn](#), [Facebook](#) and [Twitter](#). Ask your friends, families and co-workers to join in as well!

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## NAPCOR's Response to Canadian Government's Investigation to Label Plastics as Toxic Substances

Canada has moved to put plastics on the Canadian Environmental Protection Act (CEPA) list of toxic substances. Listing plastics as toxic under CEPA would provide the government with the authority to regulate, limit, or ban the use of plastics in many products manufactured and sold in Canada.

NAPCOR submitted a [response letter](#) on April 30 urging

decision makers not to include PET on the list of toxic substances, with supporting evidence to show that PET does not adversely affect human or environmental health. This letter has been filed on the Member Center under the Issues Management & Public Affairs Committee page.

## [Member Center - Issues Management & Public Affairs Committee](#)

 **NAPCOR**

April 30, 2020

Delivered via email: [info@nadc.org](mailto:info@nadc.org) (please confirm receipt)

Hon. Jonathan Wilkinson P.C. M.P. Minister's Office Environment and Climate Change Canada 351 Saint-Jacques Boulevard Gatineau, Quebec, K1A 0B3	Hon. Patty Hogg, P.C. M.P. M.P. Minister's Office Health Canada Brocklebank Building, Tunney's Pasture Ottawa, Ontario, K1A 0K9
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Andrea Rapier  
Executive Director  
Program Development and Engagement Division  
Environment and Climate Change Canada  
351 Saint-Jacques Boulevard  
Gatineau, Quebec, K1A 0B3

Dear Minister Wilkinson, Minister Hogg, and Andrea Rapier:

**Re: NAPCOR Response to Draft Science Assessment of Plastic Pollution**

On behalf of our members, the National Association for PET Container Resources (NAPCOR) is pleased to provide comments on the Draft Science Assessment of Plastic Pollution Part I, Volume 154, No. 3, Government Notice, published in the Canada Gazette February 1, 2020. NAPCOR is the trade association for the PET Packaging Industry in the United States, Canada and Mexico. NAPCOR members represent the entire PET value chain, ranging from manufacturers of PET resin, bottles, sheet and blowmolds to PET end-users and suppliers to the PET industry.

**Comments on the Draft Science Assessment of Plastic Pollution**

The Draft Science Assessment of Plastic Pollution from the federal government on plastic pollution says, "Science confirms that plastic pollution is everywhere and is negatively impacting our environment." "The *Globe and Mail*" news story quoted an email from Environment and Climate Change Canada that indicated that the government will designate plastics as toxic. The email reportedly said, "In order to take concrete regulatory action to reduce plastic waste and pollution under CEPA, substances must first be added to Schedule 1."

CEPA allows listing of a chemical or material on the List of Toxic Substances if any of the following criteria are met:

- (a) have or may have an immediate or long-term harmful effect on the environment or its biological diversity;
- (b) constitute or may constitute a danger to the environment on which life depends; or
- (c) otherwise pose a significant hazard to man or the environment.

<sup>1</sup> Ottawa set to declare plastics as toxic substance, *Globe and Mail*, March 11, 2020

National Association for PET Container Resources (NAPCOR)  
3640 Tupperidge Way, Suite 205, Charlotte, North Carolina 28217 | (800) 360-2355 | [www.napcor.com](http://www.napcor.com)

## Collaborative Industry Effort to Resume Bottle Redemption Programs

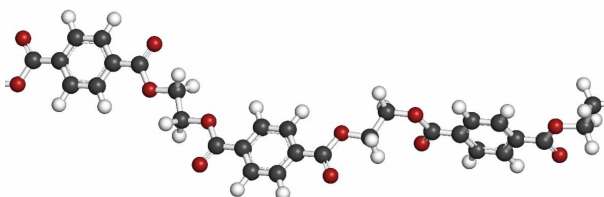
As mentioned during the April member webinar, NAPCOR has collaborated with other packaging associations (Can Manufacturers Institute, Glass Packaging Institute, and The Aluminum Association) to urge US states with deposit programs to continue container redemption during COVID-19. Individual letters sent to each state can be viewed under the Issues Management & Public Affairs Committee page on the Member Center.

Since the issuance of these letters there have been developments in two states - Michigan and Connecticut. Michigan's response to the crisis has been the most restrictive, with a complete program shutdown. In-state stakeholders have developed a [reopening plan for Michigan](#) with the goal of offering a viable and acceptable path forward that will be approved by the Governor.

In addition, the Connecticut Department of Energy and Environmental Protection (DEEP) issued a press release on May 6 indicating that retailers will resume bottle redemption activities on a limited basis beginning May 20, with a full resumption of operations by June 3. As of today, retailers have been allowed to suspend their redemption activities required by the bottle bill.

## [Member Center - Issues Management & Public Affairs Committee](#)

## New PET Insider Blog Post



NAPCOR's blog has recently added a contribution from Dave Cornell, our technical consultant and all-around chief plastics expert, to reflect on PET's image and why we continue to fight the environmental battle. Please share this content on social media and if you're so inclined, subscribe to PET Insider so you never miss a new post!

## [For the Package Engineer: Why PET Wins Every Time](#)

# In the news

## Staff Picks

[Carbon-black alternative improves recyclability of plastic packaging](#)

[Scientists create mutant enzyme that recycles plastic bottles in hours](#)

## Member News

[Alpek Polyester joins fight against coronavirus](#)

[Amcor develops stock PET bottles well-suited to e-commerce](#)

[Amcor invests in industry partners](#)

[Additive: Non-nylon based, low-haze oxygen scavenger for PET \(ColorMatrix\)](#)

[Virgin PET giant to upgrade Midwest recycling plant \(DAK Americas\)](#)

[Thermoformer Direct Pack buys Mexican PET recycler](#)

[Indorama plans recycling expansion](#)

[Coca-Cola, Indorama Ventures to build plastic bottle recycling plant](#)

[NGR welcomes new CEO](#)

[ESKA water to use bottles from recycled Quebec plastic \(Plastrec\)](#)

To have your company news featured in the next edition, please email [Lauren](#).

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We welcome your [comments](#) and [suggestions](#) to make this newsletter more helpful to you.

