



Poly Coated Paper Alliance

Recovering more fiber, together.

The Challenge

Every day valuable fiber from poly coated paper products is tossed in the trash, increasing demand for both new virgin material and landfill space. Recovering more of this fiber, and its economic and environmental value, is entirely possible. But public misconceptions, inconsistent collection, variation in sorting and processing, and an absence of data and design guidelines are preventing more widespread capture and recycling of poly coated paper products.



LEADERSHIP



CO-FOUNDERS



ALLIANCE MEMBERS



ADVISORS



Our Strategy

The Poly Coated Paper Alliance (PCPA) was founded in 2023 to provide a collaborative industry platform for achieving widespread collection and recycling of poly coated paper products. PCPA membership represents every step in the supply chain from collection and sorting, to pulping, mills, converters, packaging manufacturers, and brands. Together, we seek to achieve the following:

- Conduct research and collect data to **document the existing flow and recovery** of poly coated paper products.
- Expand **end-market acceptance** of poly-coated paper products and provide mill support to drive widespread adoption.
- Establish **universal design guidance**, such as minimum fiber thresholds and acceptable coatings, so end markets know what to expect in poly coated paper products.
- **Communicate the benefits of poly coated paper** as both a high-quality and highly recyclable packaging option to communities, haulers, processors, and manufacturers.

Get Involved Today

Membership with PCPA gives your organization access to valuable data and a seat at the table as the PCPA sets industry standards - ensuring you have a voice in shaping the future while collaborating to capture more valuable, recycled fiber. Join some of your current and potential customers, industry colleagues, and recycling experts in making a change.



LEARN MORE:
polycoatedpaperalliance.com

EMAIL US TODAY:
PCPA@recycle.com



PCPA Phase 1 Review (2023-2025)

Our initial goal at the PCPA was to build a strong industry coalition that would document where poly coated paper is being recycled, how effectively it is being collected and sorted and processed, and whether and how it is reaching end markets. **We've made great progress:**



Closing the Data Gap

To date, PCPA has worked to close the data gap of poly coated paper recycling through multiple methods, including subject matter expert interviews, quantitative surveys, market research, access searching, and empirical field work. Field work to date has included **bale audits, RFID testing, and sortation testing.**



End Markets

PCPA is evaluating how end markets interact with poly coated paper by **conducting end market interviews and repulpability trials.**

As of April 2025, PCPA has interviewed nine paper mills across the U.S., spanning white and brown fiber users, and is conducting a repulpability test of representative package types at one of our member paper mills, Sonoco.



Universal Design Guidance

PCPA is developing a Design for Recyclability Guideline with the goal that it will provide design insights for packaging converters and brands.

This current iteration of the **Design Guide will provide guidance on MRF sortability** and will integrate some of the findings from PCPA RFID testing. The primary focus of the Design Guide is end market compatibility.



Common Messaging

This year, PCPA established a cohesive brand identity, ensuring clear and consistent communication of our mission. In this effort,

we've launched a dynamic website, logo, engaging fact sheets, and created compelling conference abstracts to expand our reach. Looking ahead, we're committed to sharing key insights from bale audits and repulpability studies through our **website, conferences, webinars, and other channels,** while continuing to grow our membership and strengthen industry connections.



LEARN MORE:
polycoatedpaperalliance.com

EMAIL US TODAY:
PCPA@recycle.com