

Buy Recycled Products Directory Protocols

This is currently a plastics focused resource.



The Buy Recycled Products Directory is an interactive, online directory that highlights consumer products that are currently using true post-consumer resin (PCR) as part of an industry-wide effort to help stimulate demand for PCR.

To be listed in the directory products must meet the criteria outlined in this document. The directory is managed by Stina Inc (Stina), a research and consulting company with over 20 years of experience in the recycling of post-consumer materials. Stina serves as a neutral 3rd party in managing the directory and does not charge any of the listed companies to feature their products. For questions about current listings or help in creating a listing for your product, please contact us at buyrecycled@recyclemoreplastic.org.

Moving forward, use of recycled content is equally, if not more, important than recyclability, given that a material is only recyclable if there is a viable market. Choosing the material and process with the lowest impact is our best path towards positive environmental outcomes, like stopping marine debris and reducing GHG emissions. Let's reward companies working to incorporate more PCR.

Thank you for buying recycled!

The Stina Team

Criteria for Listing New Products

- Product must have some amount of post-consumer plastic recycled content, referred to here as PCR. Post-consumer is defined as material that has met its intended use prior to collection for recycling. Post-industrial recycled content alone is not considered adequate for listing within this directory.
 - PCR use must be greater than 0%, but otherwise there is no minimum PCR requirement.
 - If percent of PCR cannot be provided, but is guaranteed based on criteria below, product will be listed without a PCR %. Listings without a PCR % will be prioritized after those products that do provide percent PCR in the product list view. See 'Product Ranking' below.
 - The directory often relies on a company's advertising claims and other public or directly provided information on percent PCR in products.
 - Listings will note products that are multi-material. A product is considered multi-material if it contains a significant amount of non-plastics. Percent provided is specific to the plastic component of the product.
 - The product description will indicate if the percent PCR refers to the product packaging or the primary component of the product rather than the product as a whole.



The Buy Recycled Products Directory is managed and powered by Stina Inc.

STINA™

- Product must meet one of the following criteria to be listed:
 - PCR is verified by providing a current reclaimer the company is purchasing PCR from.
 - OR
 - Product PCR is 3rd party verified by recognized PCR certifiers such as, SCS Engineers, C2C, UL Ecologo, GreenCircle and ICC.
- Product must be sold into U.S. or Canadian markets

Company Similar Product Listings

To avoid duplicative listings Stina does not list similar products of the same type made by a single company. Examples of this include multiple products of the same type (e.g., shirts in different colors/styles) and new editions of an existing product (only the newest would be displayed). Stina makes this judgement with input from the relevant company.

Product Ranking

The following is a ranking of how tiles/products are visually rendered in order from top to bottom of the directory. It rewards companies that are transparent in the percent of PCR in their product.

1. Products with a defined percentage of **certified** PCR.
2. Products with a defined percentage of **non-certified** PCR.
3. Products with PCR that are unable to provide a percentage of PCR.

Within each of these classes of products, newly added products will be featured first, for a period of 1 month, and then after that period they will be organized according to the criteria above.

Stina promptly incorporates any confirmed additions or corrections that come from the general public, product companies or other sources. In addition, an annual audit of product listings is conducted to make sure that the directory is kept up to date.

Product Image and Company/Brand Logo

A product image and company logo are required. A Brand Logo may also be provided if applicable. The product image and company/brand logos are displayed within the product tile on the website and is also used when sharing the product on available social channels.

Please contact us at buyrecycled@recyclemoreplastic.org if you would like to get your product listed on the Buy Recycled Products Directory.

