



UNLOCK THE FUTURE OF PCR:

*YOUR ESSENTIAL GUIDE TO
POST-CONSUMER RECYCLABLES*

START E-BOOK





As businesses and consumers become increasingly conscious of their environmental impact, the integration of post-consumer recycled content (PCR) has emerged as a cornerstone of sustainable packaging practices. PCR refers to materials that have been used, collected, and reprocessed into new products. At IPG, we recognize the importance of integrating PCR into our packaging solutions—such as our [100e Pressure-Sensitive Kraft Paper Tape](#), [Emerald Bubble protective packaging](#), [ExlfilmPlus® PCR shrink film](#), [StretchFLEX® PCR stretch film](#) and our [AirSpace® PCR air pillows](#) — to help build a circular economy and reduce reliance on virgin resources.

In today's market, companies are actively seeking packaging solutions that align with global environmental goals, emerging regulations and consumer expectations. Using PCR materials not only supports corporate sustainability targets but also prepares businesses to remain competitive and compliant in an evolving, eco-conscious marketplace.

TABLE OF CONTENTS

WHAT IS POST-CONSUMER RECYCLED (PCR) CONTENT?.....	3
THE LIFE CYCLE OF PCR.....	4
BENEFITS OF USING PCR IN PACKAGING.....	5
HOW PCR MATERIALS ARE USED IN PACKAGING.....	6
CHALLENGES AND CONSIDERATIONS WITH PCR.....	7
IPG’S RANGE OF PCR-BASED PRODUCTS.....	8
INDUSTRY TRENDS AND THE FUTURE OF PCR.....	9
EMBRACING SUSTAINABILTIY WITH IPG.....	9
IPG’S COMMITMENT TO THE ENVIRONMENT.....	10



Click on the Home icon on each page to come back to the Table of Contents.



Click on the arrow icons to proceed to the previous or next page.

Click on each category to go directly to the page of your interest.



WHAT IS POST-CONSUMER RECYCLED (PCR) CONTENT?

Post-consumer recycled materials have already fulfilled their initial purpose and have been diverted from waste streams into production streams. These materials—ranging from plastic bottles and containers to cardboard boxes and paper products—are collected, sorted, and processed into raw inputs for manufacturing new products. By reclaiming and repurposing these materials, companies reduce waste, conserve resources, and contribute to a healthier planet.

For example, recycled plastic derived from used beverage containers can be turned into pellets for the production of high-performance packaging films. IPG incorporates such PCR content into many of our products, including our **ExfilmPlus® PCR Shrink Film** and **StretchFLEX® PCR stretch film**, ensuring that customers can choose solutions that meaningfully reduce environmental impact.



THE LIFE CYCLE OF PCR

Understanding PCR's contribution to the circular economy underscores its importance. After consumers use and dispose of products or packaging, recyclable materials enter a recycling stream where they are collected, sorted, and processed into raw materials. When these materials are then used to create new products, we're one step closer to closing the loop. Developing products with circularity in mind, as IPG does, increases demand for recyclable and recycled materials while reducing the need for virgin inputs.

At IPG, safety above all else and quality are paramount. Every batch of recycled content undergoes strict quality checks to ensure our PCR-based solutions—from our **100e Pressure-Sensitive Kraft Paper Tape** to our **Emerald Bubble** – meet the same reliability, performance, and safety standards as products made from virgin materials.



BENEFITS OF USING PCR IN PACKAGING

1

Environmental Benefits

Incorporating PCR into packaging significantly reduces the demand for virgin materials, thereby lowering greenhouse gas emissions and energy use. This approach keeps more materials in cycles of use instead of landfills, conserves natural resources, and lessens water consumption.

2

Cost Savings and Resource Efficiency

Relying less on virgin materials can lead to cost savings and enhanced resource efficiency over time. PCR-based solutions can help stabilize supply chains by reducing vulnerability to fluctuations in raw material prices and availability. Businesses can highlight their use of solutions like IPG's **100e Pressure-Sensitive Kraft Paper Tape** as part of their sustainability story, appealing to consumers who value eco-friendly products.

3

Meeting Consumer and Regulatory Expectations

With consumers increasingly seeking sustainable products and governments worldwide strengthening environmental regulations, integrating PCR into packaging ensures companies can meet consumer expectations and stay ahead of regulatory requirements. By choosing IPG's PCR-based portfolio, businesses can confidently communicate their environmental stewardship to stakeholders.



HOW PCR MATERIALS ARE USED IN PACKAGING

RECYCLED PLASTIC

Recycled plastic pellets, derived from sources like used packaging films, form the basis for many PCR packaging solutions. IPG's **ExlfilmPlus® PCR Shrink Film** and **StretchFLEX® PCR** uses these recycled inputs to create high-performance pallet wrap that reduces virgin plastic consumption without compromising on load containment.

RECYCLED PAPER & CARDBOARD

Recycled paper and cardboard feedstocks are widely used to create packaging that is both sturdy and eco-friendly. IPG integrates these materials into products like our recyclable **100e Pressure-Sensitive Kraft Paper Tape**, ensuring a secure seal and an environmentally responsible choice for sealing cartons.

BLENDED PCR MATERIALS

In some cases, PCR materials are blended with virgin materials to achieve an optimal balance of performance and sustainability. For example, the **Emerald Bubble** protective packaging combines recycled and advanced materials to deliver reliability, durability, and product protection while reducing reliance on non-recycled resources.



CHALLENGES AND CONSIDERATIONS WITH PCR

1

Quality and Consistency

Maintaining consistent quality can be challenging when working with PCR materials. At IPG, we implement rigorous quality control protocols to ensure that our PCR-based solutions—like **100e**, **Emerald Bubble**, **StretchFLEX® PCR**, **AirSpace® PCR**, and our **ExlfilmPlus® PCR Shrink Film** – consistently meet stringent performance criteria.

2

Supply Chain and Availability

Availability of PCR materials depend on robust recycling programs and consumer participation. IPG cultivates partnerships across the supply chain to ensure a steady, high-quality stream of recycled content, allowing us to reliably produce our full range of PCR-based products

3

Regulatory Compliance

As regulations evolve, companies using PCR must stay informed about recycled content requirements and labeling standards. IPG's expertise helps customers navigate these changes, ensuring that products like **100E**, **Emerald Bubble**, and our **ExlfilmPlus PCR Shrink Film** maintain compliance and transparency.



IPG'S RANGE OF PCR-BASED PRODUCTS



100E PRESSURE-SENSITIVE KRAFT PAPER TAPE

100e is an aggressive pressure sensitive paper carton sealing tape that features an adhesive that was specifically designed to provide a strong and secure seal on a variety of carton types and sizes.



EMERALD BUBBLE PROTECTIVE PACKAGING

A cushioning solution that incorporates PCR content, Emerald Bubble protects goods in transit while lowering the environmental impact. Lightweight, reusable, recyclable, and reliable, it exemplifies sustainable protective packaging. Switching to Emerald Bubble product can reduce the overall carbon footprint by 17% compared to standard Durabubble.



EXFILMPLUS® PCR SHRINK FILM

ExfilmPlus PCR Shrink Film incorporates recycled plastic resin to provide excellent load containment and stretch capabilities, reducing reliance on virgin polyethylene. This recyclable film offers consistent quality and strength, enabling businesses to lower their carbon footprint on every pallet wrapped. A combination of high performance and recycled content can optimize your packaging solution.

Contact your IPG representative to calculate the carbon and cost savings.



AIRSPACE® PCR AIR PILLOWS

This inflatable film has a minimum of 50% recycled content, including 35% certified post-consumer recycled content and 15% post-industrial recycled content. This void fill delivers optimum performance for any packing application.



STRETCHFLEX® PCR STRETCH FILM

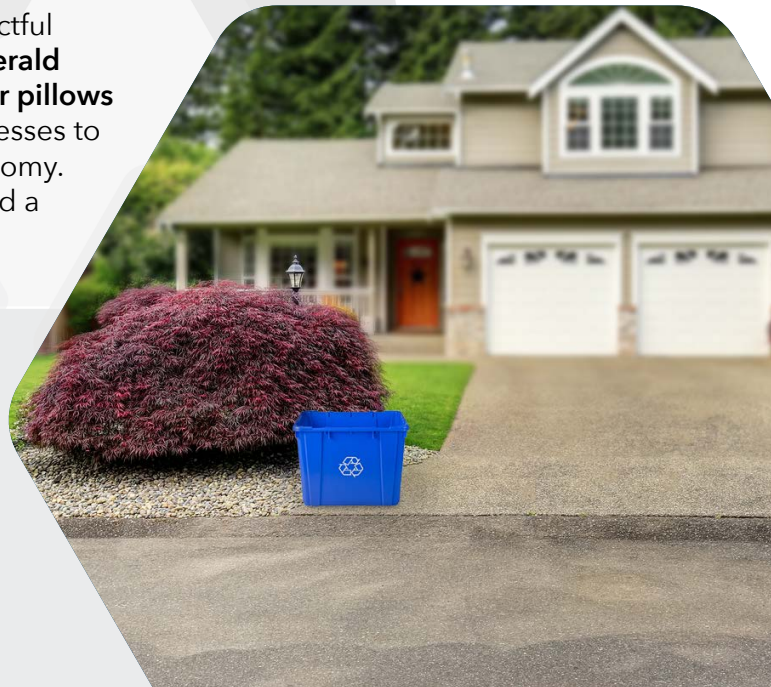
A hand film engineered with sustainability at its core. Featuring 60% total recycled content—including 30% Post-Consumer Recycled (PCR) and 30% Post-Industrial Recycled (PIR) materials. StretchFLEX PCR delivers exceptional load security and puncture resistance, all while supporting your sustainability initiatives. IPG's hand film line stands out with its recycled content, recyclability, and cost-effective value.

INDUSTRY TRENDS AND THE FUTURE OF PCR

Industries across the board are increasingly adopting PCR to meet sustainability goals. Collaboration among manufacturers, suppliers, and recyclers will continue to expand, closing the loop on materials and fostering innovation in recycled content usage. IPG remains at the forefront, investing in research and development to broaden our PCR product lines and help our customers stay ahead of trends.

EMBRACING SUSTAINABILITY WITH IPG

At IPG, we enable customers to make informed and impactful sustainability choices. By utilizing products like **100e**, **Emerald Bubble**, **StretchFLEX® PCR stretch film**, **AirSpace® PCR air pillows** and our **ExlfilmPlus® PCR shrink film**, we empower businesses to reduce waste, cut emissions, and embrace a circular economy. With IPG as your partner, you can confidently move toward a more sustainable supply chain.



IPG'S COMMITMENT TO THE ENVIRONMENT

Our dedication to sustainability extends beyond our product lines. Through operational efficiencies, advocacy, and collaboration, IPG continually seeks new ways to improve recycling processes, enhance resource utilization, and advance industry standards. We believe that working together—manufacturers, customers, and end-users—can create a greener world for generations to come.



888-898-7834 | [itape.com](https://www.itape.com)