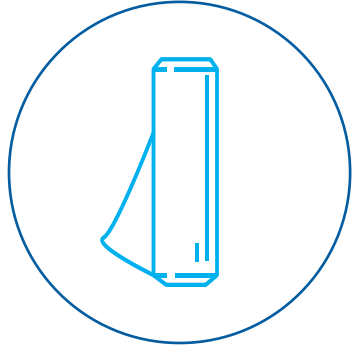


# Polyethylene PCR: the Journey to Circularity

**Anna Rajkovic – Circular Economy Market Manager**

# Driving Circularity



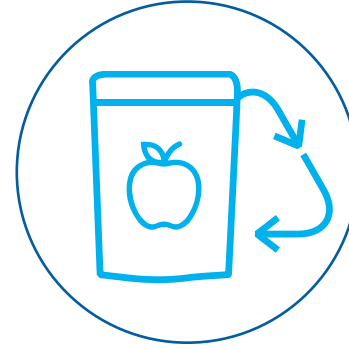
## SOURCE REDUCTION

Downgauging and lightweighting offer a huge opportunity to reduce plastic consumption



## DESIGN FOR RECYCLING

Brand Owners have joined the EMF/CPP targets of **100% Recyclable Plastic Packaging by 2025**

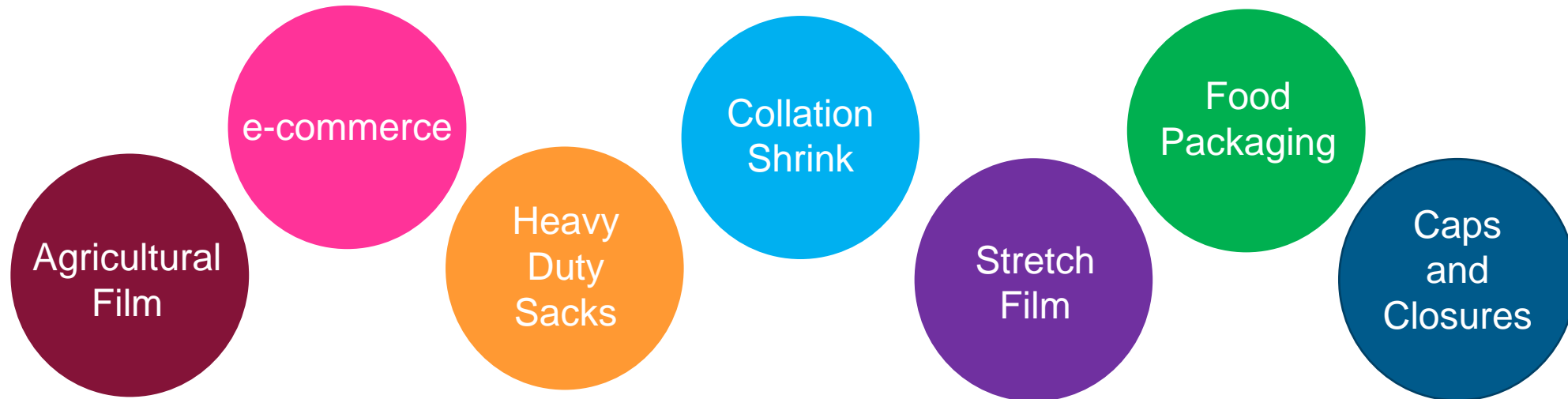


## PCR INCORPORATION

CPGs and Retailers have committed an average of **30% PCR content in plastic packaging by 2025.**

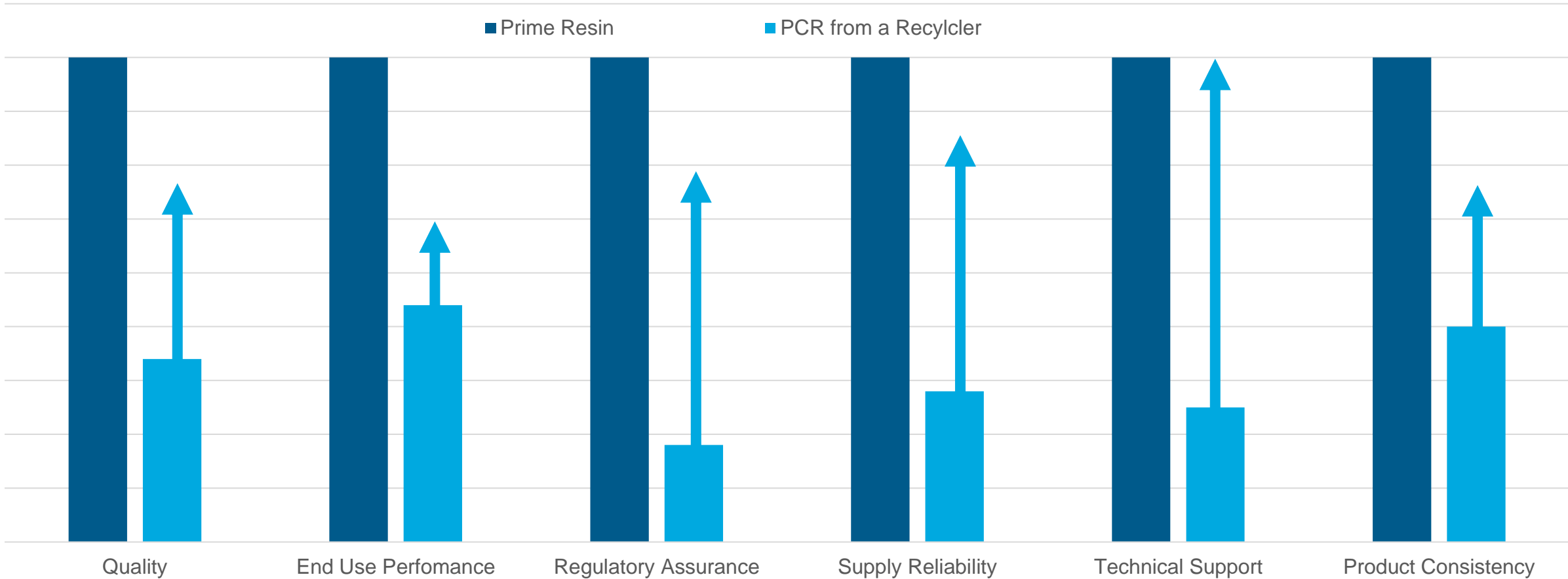
# Driving Circularity through Quality Improvements

## Transitioning from linear to circular models



We offer a portfolio of rHDPE and rLLDPE/LDPE resins for a range of packaging applications and end-use markets.

# NOVA's Goal: Close the Gaps between Prime and PCR grades

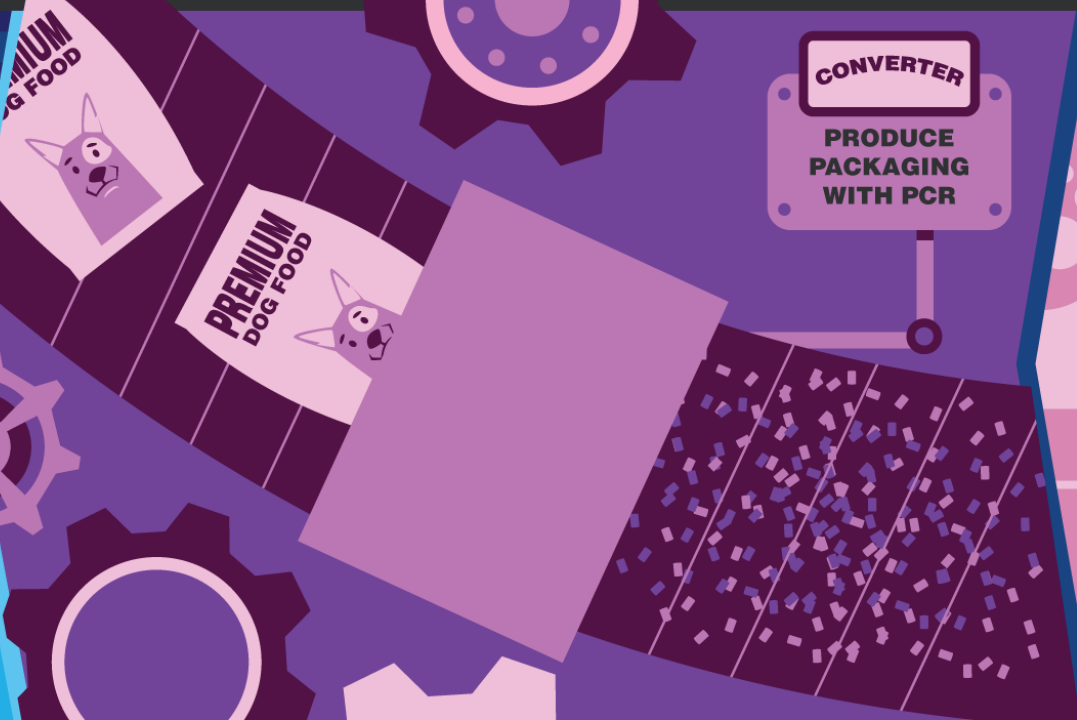


# ADVANCING THE CIRCULAR ECONOMY WITH PCR



**RECYCLER**

**RECYCLATE PROCESSING TO MEET FOOD CONTACT REQUIREMENTS**



**CONVERTER**

**PRODUCE PACKAGING WITH PCR**



**NOVA Chemicals**

**TECHNICAL SERVICE AND APPLICATION DEVELOPMENT**



[novachemicals.com](http://novachemicals.com)



© 2020 NOVA Chemicals - All rights reserved.

The information contained herein is provided for general reference purposes only. By providing the information contained herein, NOVA Chemicals makes no guarantee or warranty and does not assume any liability, with respect to the accuracy or completeness of such information, or product results in any specific instance, and hereby expressly disclaims any implied warranties of merchantability or fitness for a particular purpose or any other warranties or representations whatsoever, expressed or implied. Nothing contained herein shall be construed as a license to use the products of NOVA Chemicals in any manner that would infringe any patent. Nothing herein shall be copied, reproduced, distributed or otherwise used without the express written permission of NOVA Chemicals.

NOVA Chemicals' logo is a registered trademark of NOVA Brands Ltd.; authorized use/utilisation autorisée.

Responsible Care® is a registered trademark of the Chemistry Industry Association of Canada (CIAC).