

PET: It's Valuable, and Made to Be Remade



PET is valuable

PET (polyethylene terephthalate) is a durable and versatile plastic that is used to make our bottles, which are carefully designed to be 100% recyclable. Our bottles are Made to Be Remade, reducing our use of new plastic.

PET reduces environmental impact

PET is not single-use plastic — in fact, it is the most recyclable and recycled plastic in the United States. Using recycled PET (rPET) for new bottles reduces total energy consumption by 79% and limits greenhouse gas (GHG) emissions by 67%.

rPET is in high demand

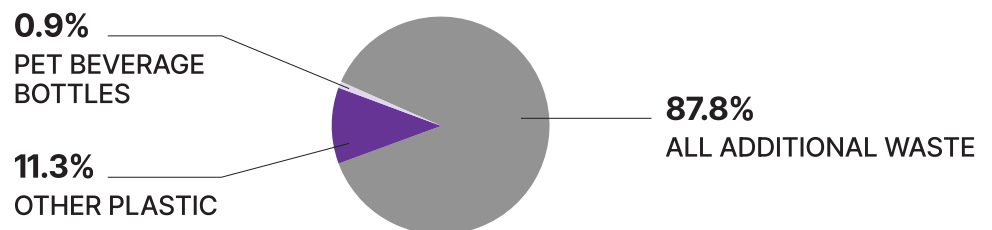
rPET is a highly sought after material. It is used to make new bottles and many other products such as outdoor apparel, rugs, playground equipment, dog beds. However, the current supply of rPET cannot meet demand. Producers like us need more rPET to decrease the use of new plastic.

PET beverage bottles are the most recycled plastic

Our plastic beverage bottles are accepted in recycling programs in all 50 states — with over 37 billion bottles recycled every year. Judith Enck, former EPA regional administrator and founder of Beyond Plastics, says beverage bottles are among the only plastic, “that is actually recyclable.”

PET plastic is a small percentage of waste

Recyclable PET beverage bottles make up less than 1% of all municipal solid waste (MSW) in the USA. All other plastic makes up more than 10 times that, and it's mostly not recyclable.¹



¹ According to an analysis of U.S. Environmental Protection Agency data: <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling/advancing-sustainable-materials-management>

PET plays an important role in the local economy

rPET is valuable to municipal budgets. Many local recycling programs depend on the revenue generated from the collection and resale of PET to improve and modernize their recycling systems.

Plastic pollution is a serious problem. And America's beverage companies are part of the solution. We're taking bold action on collection policy, package design and investing in recycling infrastructure improvements to keep plastic out of nature. Our innovative plastic bottles are valuable containers that are Made to Be Remade.



[AmericanBeverage.org](https://www.AmericanBeverage.org)