MARKET DEVELOPMENT
INCREASING DEMAND FOR RECYCLED PRODUCTS

Rationale

Unless the cycle is altered to shift direction from past reliance on virgin materials, even the expansion of recycling manufacturers in this country will only displace demand from current recycling manufacturing activities in other countries.

Policy

Greater attention must be given to developing demand for recycled products by industry and general consumers. The advertising and printing industry must be challenged to rethink the standards that are set for many products to allow for greater use of recycled materials and products. Transportation and construction companies must be challenged to adjust their specifications for materials used in construction and landscaping to specify the highest use of recycled materials, rather than discouraging them. Labeling of products as recycled will also enable the public to identify these products to prefer for their purchasing.

Local governments should develop and advocate state legislation requiring manufacturers to use products with the maximum technically feasible levels of post-consumer recycled content (e.g. in newspapers, office papers, printing and copy papers, and glass),

Cross-reference: Procurement; Product Labeling