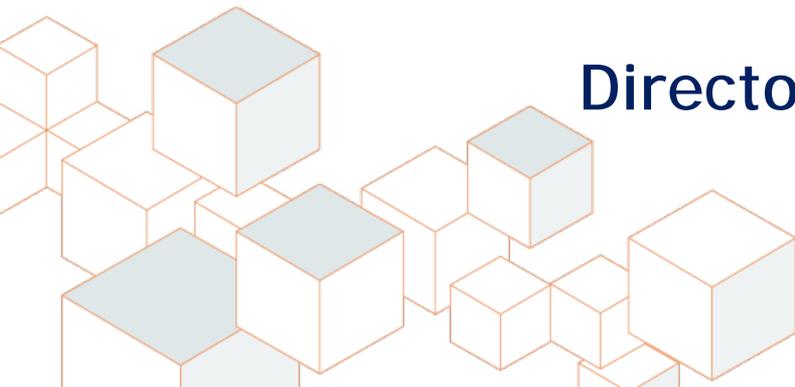


WRAP: BEST PRACTICES FOR INCREASING FILM RECYCLING & REDUCING MRF CONTAMINATION

Shari Jackson,
Director, ACC Plastics Division



Flexible Film
Recycling Group

Become a WRAP Champion!



Support Your
Sustainability
Efforts

Free Resources

Easy to Do

ACC's Flexible Film Recycling Group

We Promote:



Importance of
recycling

We Remove:



Barriers to
film recovery

We Unlock:



Greater
Recycling
Opportunities

WRAP: FFRG's Hallmark Initiative

FFRG Members



Film Use Widespread & Growing Because...



Reduces Used Resources



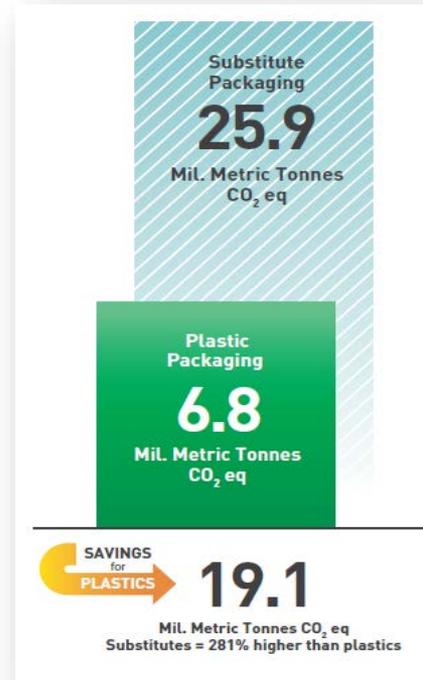
Efficient



Protects Products

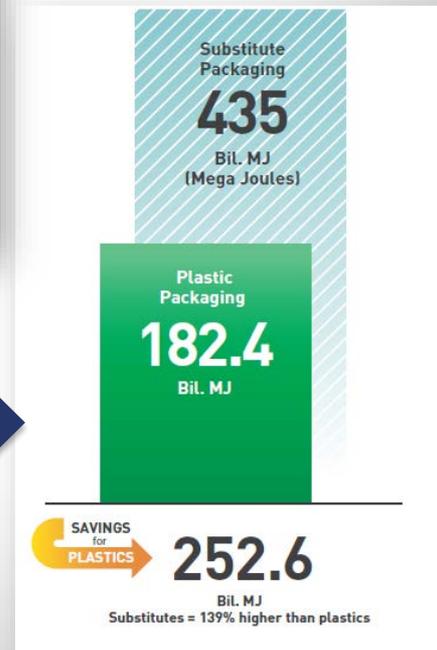


Economical



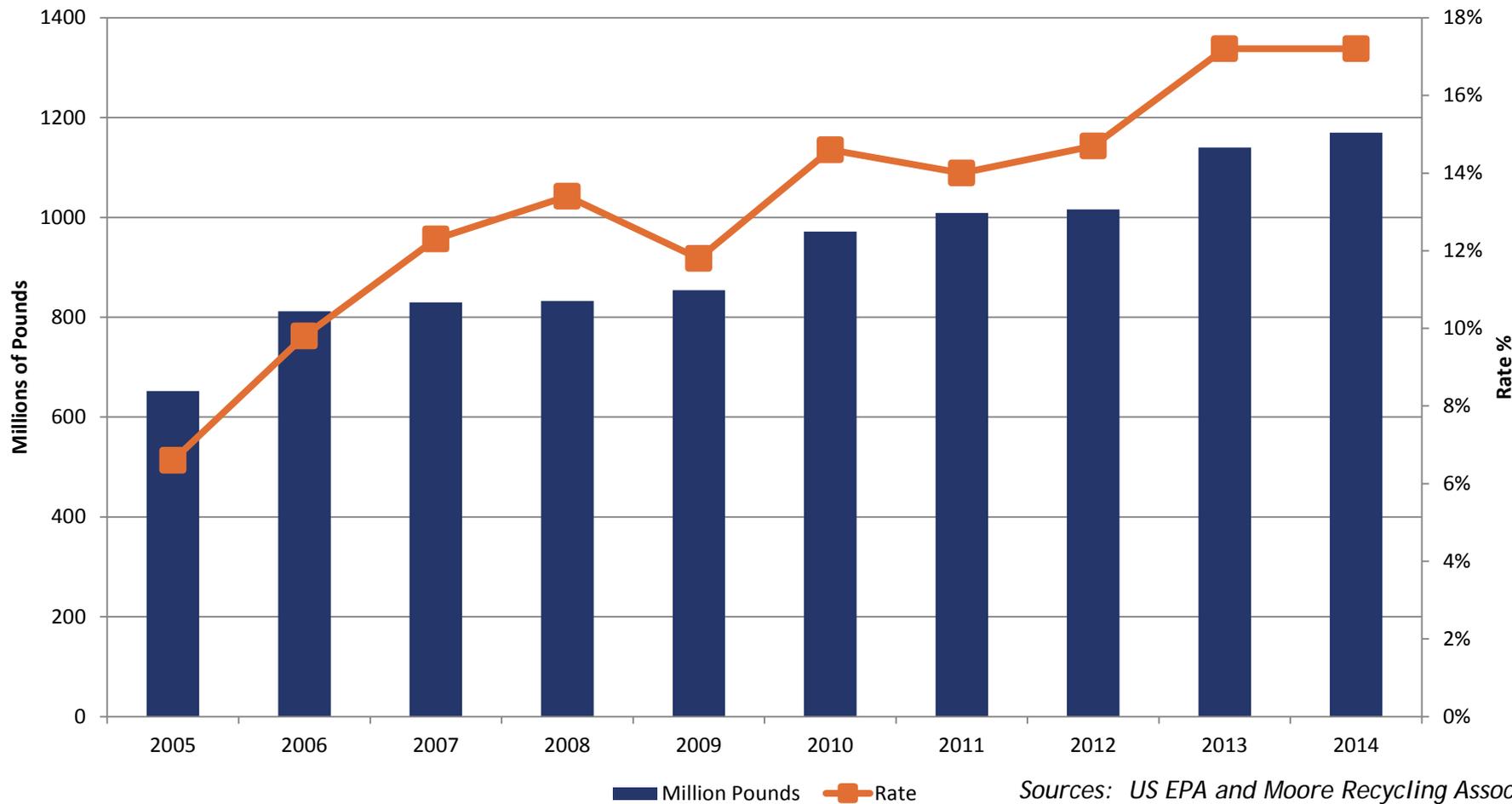
Alternatives nearly 4x GHG emissions

Alternatives over 2x energy



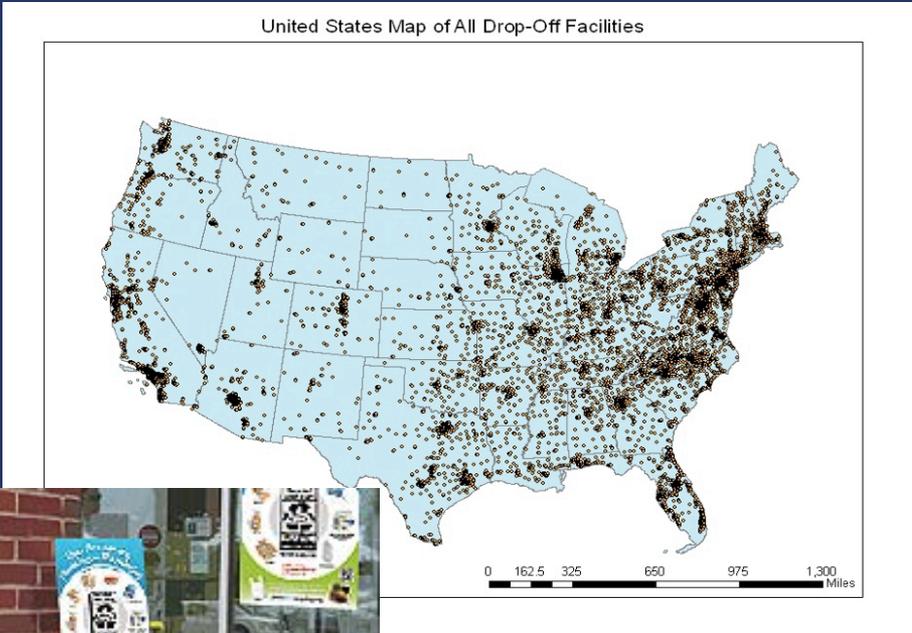
Growth of PE Film Recycling

80% Increase since 2005!



Infrastructure & Access

Over 90% US access
~18,000 retail drop-off locations nationwide



Recycling - Huge Opportunity



*Film
Used in every household &
business*

*Billions of lbs. to be
recovered*

Challenges & Opportunities for Growth



Most people don't know

- plastic wraps can be recycled
- plastic bags and film generally should NOT be in curbside bins

NATIONAL PUBLIC OUTREACH & EDUCATION INITIATIVE



Founders:

Flexible Film
Recycling Group



Goal: Double film recycling to 2B lbs. by 2020

- Forge partnerships
- Educate on importance & how to recycle film
- Share tools/benchmark data/ establish best practices



VERDECO
PLASTICS



State & Local
Gov't Outreach

Brands, SPC -
How2Recycle Label



How WRAP Works



TARGET

Recyclers,
APR



Kimberly-Clark

Retail Collection -
18,000 drop-off
locations

APR
Design™
Guide for
Plastics
Recyclability -
PE Films



Public-
Private
Partnerships



How2Recycle Label: Expanding & Positively Impacting Change



Kimberly-Clark



Honest
tea



Vancouver & Milwaukee W.R.A.P. Campaigns - Best Practices for Growth



Key Findings

- ✓ Significant increase (125%) in plastic bags/film collected
- ✓ Measurable reduction in curbside contamination - 75% less bags
- ✓ Municipal outreach important - cart tagging
- ✓ Collaborative approach needed for effective messaging impact



Raising Awareness: What Works

Direct Consumer
Communication

Public-Private
Partnerships

Committed
Partners



SAFEWAY.

PLEASE RECYCLE PLASTIC BAGS & WRAPS – RIGHT HERE!

For a list of locations visit: safeway.com/ShopStores/storelocator

- Collect your **clean and dry** plastic bags and film packaging
- Place them in a plastic bag
- Deposit it in the storefront recycling bin next time you shop

YOU CAN RECYCLE:

- Plastic carryout bags
- Brood bags
- Product overwraps for bathroom tissue, napkins, paper towels, bottled water cases, etc.
- Shipping pillows
- Zip-top bags
- Produce bags
- Dry cleaning bags
- Newspaper bags

Please do not place these materials in your curbside recycling.

Select Safeway stores in the Vancouver area are excited to be participating in the **Wrap Recycling Action Program (WRAP)** – a new campaign encouraging consumers to recycle plastic film packaging. Beyond carryout bags, help us!

WRAP is a public/private partnership of the City of Vancouver Public Works, Clark County, the American Chemistry Council's Flexible Film Recycling Group and Trec.



WRAP RECYCLING ACTION PROGRAM

Now RECYCLE

clean & dry plastic film packaging, bags and wraps at your local store or drop-off location.

Not in your curbside recycle cart.

Find out where to recycle plastic items like shown on the reverse side at PlasticFilmRecycling.org.

Please do not include candy bar wrappers, chip bags, six-pack rings or degradable bags or frozen food bags.

Recycle if Clean & Dry

Store Drop-off

PLASTIC
BAGS / FILM / WRAP
how2recycle.info

City of Vancouver WASHINGTON

Recycle Right beyond the bag!
Learn more about what you can do in our community at cityofvancouver.us/wrap

W.R.A.P. Makes it Easy for the Waste a Recycling Communities!

Free Resources Include:



RECYCLE

clean & dry
plastic film packaging,
bags & wraps

HERE

NOT in Curbside Recycling

| | | | | |
|--|--|--|--|--|
| | | | | |
| | | | | |

and Carryout Bags

Also look for any packaging with this How2Recycle label

NO candy bar wrappers, chip bags, six-pack rings or degradable bags

PlasticFilmRecycling.org

Recycle if Clean & Dry
Store Drop-off
PLASTIC
BAGS / FILM / WRAP
how2recycle.info

Where do I RECYCLE plastic bags and wraps? NOT curbside.

FIND A STORE OR OTHER DROP-OFF LOCATION NEAR YOU.

CLICK TO FIND

For additional resources visit:

bag
plasticfilmrecycling.org
wrap

How do you get involved?



Become a WRAP Champion or Partner!

- Sharing information, tools & resources
- Participating in campaigns, sharing data/results

BENEFITS

- Increase landfill waste diversion
- Deter unwanted film from MRFs
- Reduce needed waste management resources
- Support local economy & jobs
- Help protect the environment
- Create community networks & pride



Growing List of Participants!



Partners & Champions

- Retailers = 4
- Brands = 15
- State governments = 3
- Local govts/communities = 56
- MRFs = 2

Join Us!

Other Partners Pending - EPA, CalRecycle, KAB

Questions?

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American Chemistry Council

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