

WRAP:

Best Practices for Boosting Plastic Film Recycling in Your Community

**Shari Jackson,
Director, ACC Plastics Division**



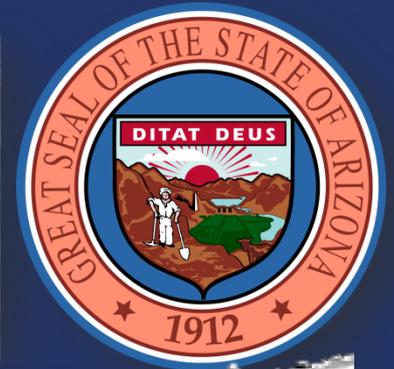
Flexible Film
Recycling Group

Plastic Bags & Film: NOT in my MRF!



"...become entangled in machines causing breakdowns..."

"...The facility regularly has to halt operations so employees can disassemble equipment and cut the plastic trash loose."



"Discarded bags gum up the machinery at recycling plants, forcing workers to clear them by hand."

Become a WRAP Champion!



Support Your
Sustainability
Goals

Free Resources

Easy to Do

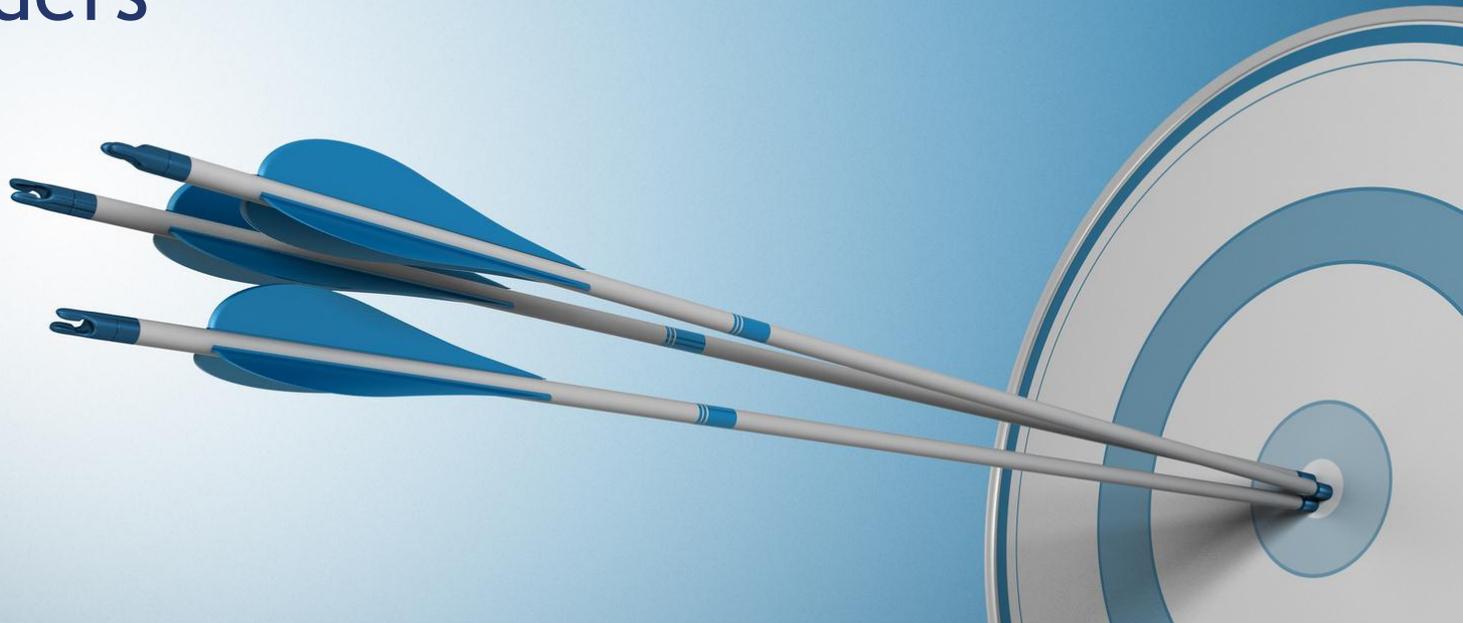
BENEFITS

- 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



ACC's Flexible Film Recycling Group: Goals & Mission

- Double film recycling by 2020
- Establish best practices & engage stakeholders



What FFRG does:

We Promote:



**Importance of
recycling**

We Remove:



**Barriers to
film recovery**

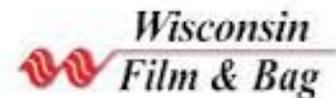
We Unlock:



**Greater
Recycling
Opportunities**

WRAP: FFRG's Hallmark Initiative

FFRG Members



Today's Presentation



Importance of Film Recycling

Challenges & Opportunities

WRAP Community Best Practices

How to Get Involved



Why Recycle Film?

Film Use Widespread & Growing



Reduces Used Resources



Efficient



Protects Products

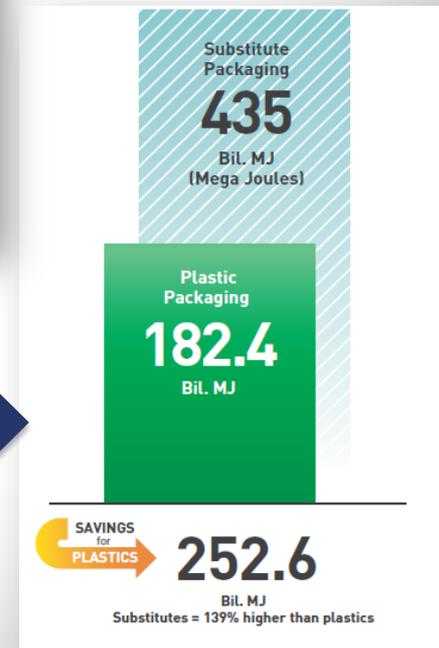


Economical



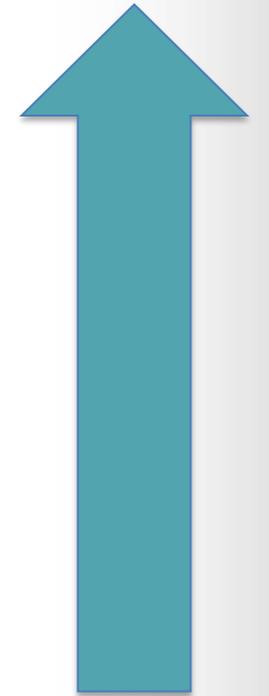
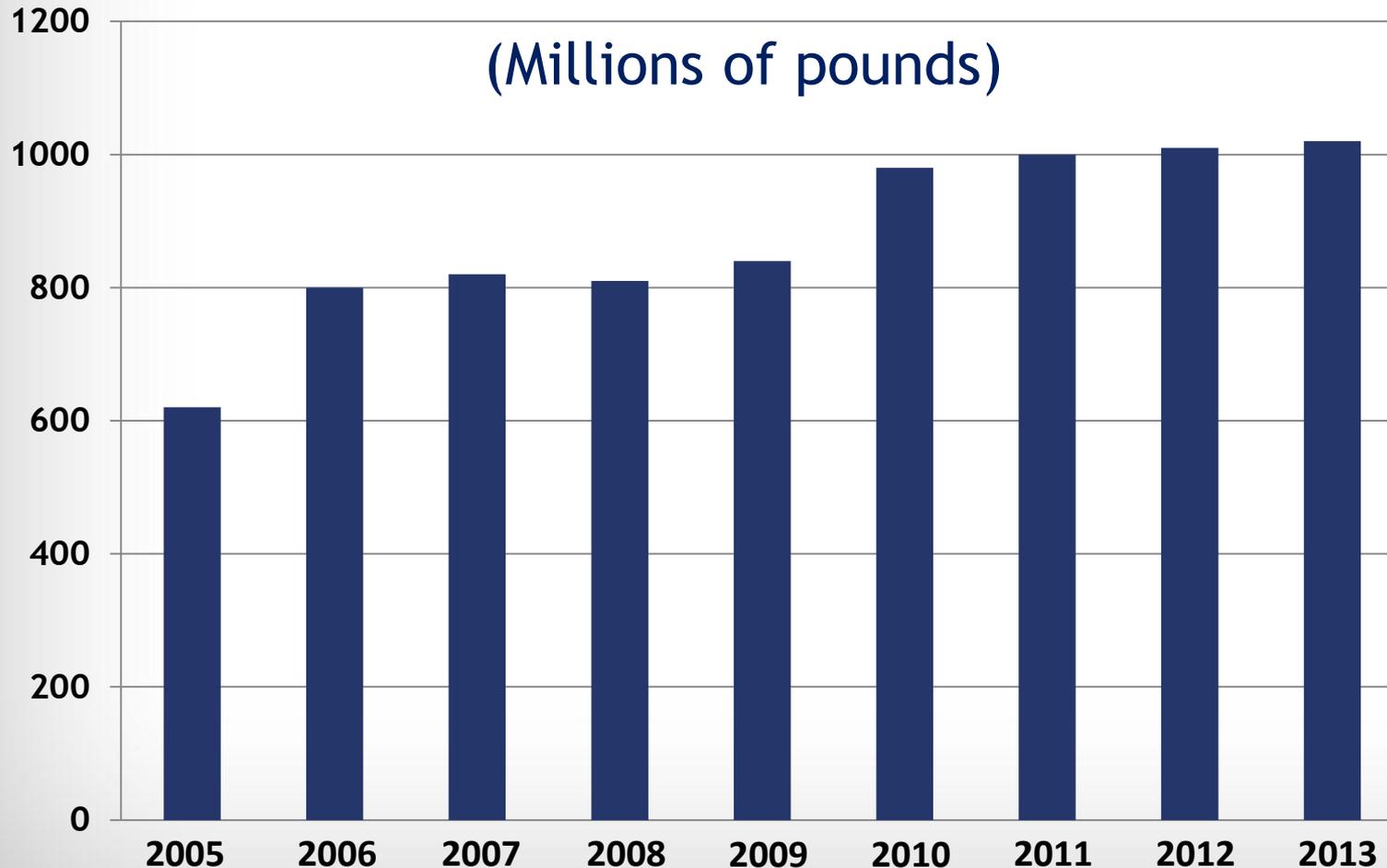
Alternatives nearly 4x GHG emissions

Alternatives over 2x energy



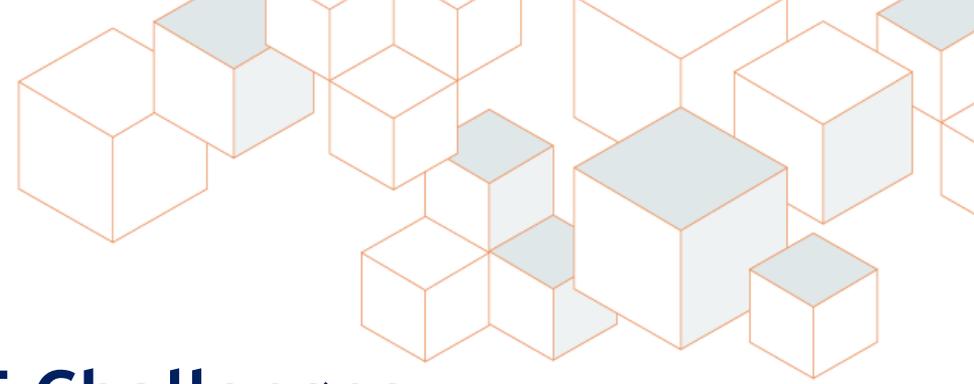
State of Film Recycling

U.S. Postconsumer Film Acquired for Recycling



**74%
Increase
Since
2005!**

Challenges & Opportunities for Growth



MRF Challenges

- Significant amount of film enters MRFs annually: >300 million lbs.
- Mostly improperly bagged recyclables
- Unwanted film in curbside bins = huge costs, small % recyclable

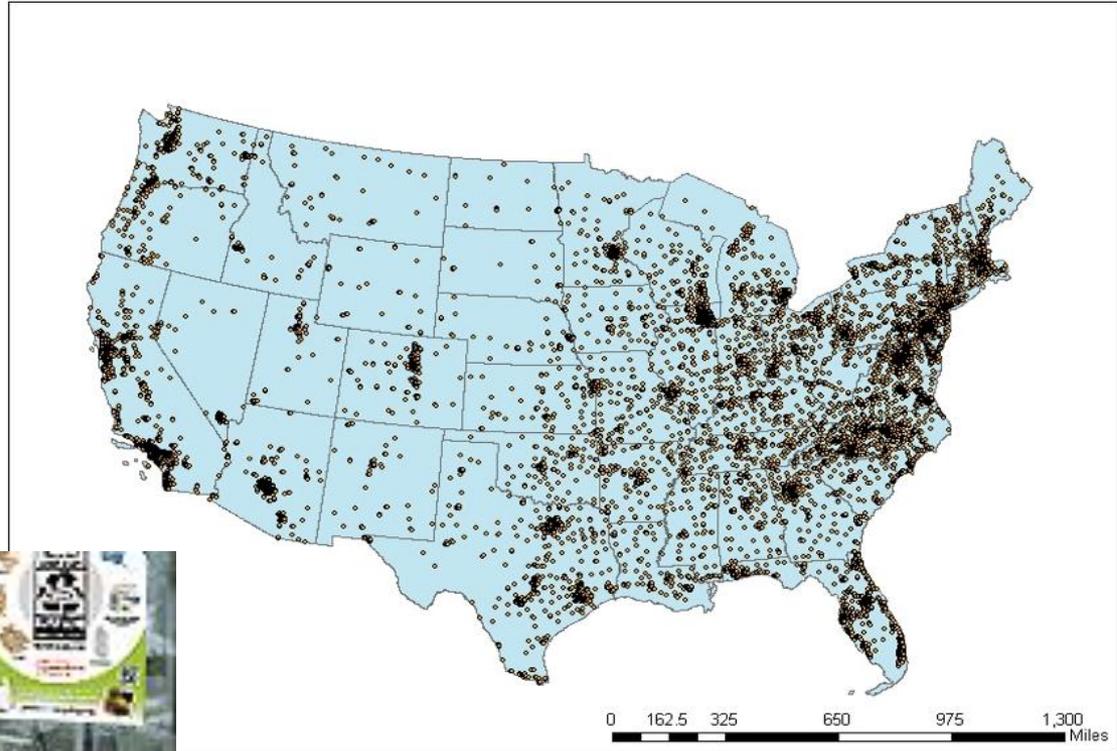
Established Infrastructure & Widespread Access



Over **70%**
can recycle
plastic bags
and wraps



United States Map of All Drop-Off Facilities



More than **18,000** retail
locations nationwide

Film Collection Unique: Retail vs. Curbside

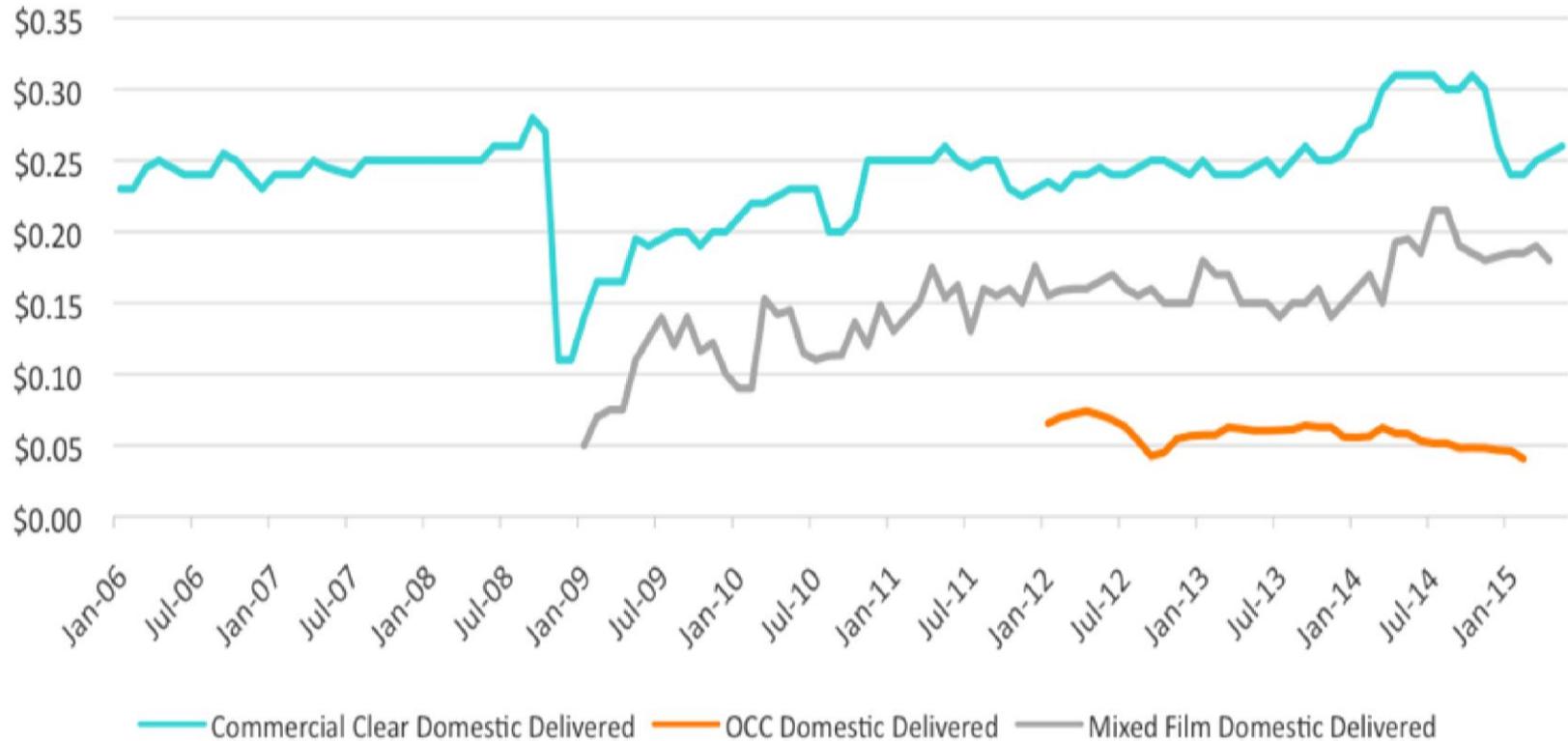
- Retail = quality material
- Businesses generate most film - established bag collection network
- At-store collection critical for film



Strong Market Demand - Clean & Dry

Recyclable PE Film: More Valuable Than Alternatives

Historical Pricing for Plastic Film



We Can and Must Do Better!

Film needs effective end-of-life options!

Used in every household & business

Recycling a huge opportunity - *billions of lbs. to be recovered*

Where do I **RECYCLE** plastic bags and wraps?
NOT curbside.
FIND A STORE OR OTHER DROP-OFF LOCATION NEAR YOU.
[CLICK TO FIND](#)



Momentum

- Making sense of recycling film
- Store Drop-Off Label - Huge Potential



**SUSTAINABLE PACKAGING
COALITION®**

A PROJECT OF  GREENBLUE®

*For information on what you can
recycle and locations, visit:
plasticfilmrecycling.org*



Expanding & Positively Impacting Change



Kimberly-Clark



Honest
tea



Education & Collaboration



...Keys to Success!

Challenges & Opportunities for Growth



- **82% of public didn't know plastic wraps could be recycled**
- **54% didn't know plastic bags and film generally should NOT be in curbside bins**





Ziploc



Trex



VPI
VERDECO
PLASTICS



Kellogg's



City
of
Milwaukee

State & Local
Gov't Outreach

Brands, SPC -
How2Recycle Label



UNITED PLASTIC
RECYCLING

How WRAP Works



SAFeway.



TARGET

Recyclers,
APR



Kimberly-Clark

Retail Collection -
18,000 drop-off
locations

APR
Design™
Guide for
Plastics
Recyclability -
PE Films



Public-
Private
Partnerships



Wegmans

Right Tools Matter

Available at: plasticfilmrecycling.org

Recycle Plastic Film Beyond Bags

film dropoff directory

Find drop off locations in your area

RECYCLE
clean & dry
plastic film packaging,
bags & wraps
HERE

Produce Bags Plastic Shipping Envelopes Bread Bags Dry Cleaning Bags Case Wrap

Air Pillows Newspaper Bags Food Storage Bags Product Overwrap Bubble Wrap

and Corrugated Bags

Also look for any packaging with this How2Recycle label

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

Recycle if Clean & Dry
Store Drop-off
PLASTIC BAGS, FILM AND WRAP

PlasticFilmRecycling.org

Where do I RECYCLE plastic bags and wraps?
NOT curbside.
FIND A STORE OR OTHER DROP-OFF LOCATION NEAR YOU.

CLICK TO FIND

film dropoff directory

CONNECTING BUSINESS WITH

film recycler directory

RECYCLING SERVICES PROVIDERS

WHERE TO RECYCLE

film dropoff directory

PLASTIC BAGS, FILM AND WRAP

Malls and Retail Centers

Thank you for your interest in setting up a plastic film recycling program!

Consumer goods are often shipped to retailers in packages or pallets wrapped with plastic film because it protects products during shipping from contamination like dirt and moisture, helps secure goods for reduced breakage and damage, and helps protect inventory from shrinkage or loss.

also, recycled plastic film has a market value – there's a strong domestic market for this material to make things like composite lumber. Within retail centers, there is a significant amount of flexible plastic film. Therefore, a well-designed program to collect and sell good quality plastic film to recyclers can offset operating costs, potentially generate revenue for a mall management entity, and can reduce waste disposal costs.

Why Recycle Film Plastic?
Businesses care about smart recycling practices. Customers care too, and like to feel good about where they shop. But

W.R.A.P. ACTION PROGRAM

What is Plastic film?

Plastic film is thin polyethylene plastic used for wraps, packaging or commercial retail use bags. It is sometimes called stretch film or shrink film. Most plastic film collected for recycling may carry either a #2 HDPE or #4 LDPE mark. Common commercial or retail use examples include:

- Case, shrink, and pallet stretch film wraps
- Furniture and electronics wraps
- Film and bags designed to protect or transport merchandise
- Bubble wrap and air packets (shipping)
- Grocery, produce, newspaper and retail bags
- Dry cleaning bags

Keeping the film **CLEAN, DRY and CONTAMINANT FREE** is vital to recycling this material. Recyclers say that it is essential to keep the following out of your recycling bins to protect the quality of your material:

- Any material other than #2 or #4 (can be stiff and/or crinkly)
- Degradable bags and film
- Rigid plastics – bottles, hangers, clamshells, etc.
- Tape, paper, silica packets or other waste
- Rigid foam or "peanuts"
- Food waste

Typically, labels and permanent marker on films are okay to recycle, as they will be removed in the recycling process.

Not sure about a specific material, please check with your recycler before including any material in your recycling shipment.

Public-Private Partnerships

Public Awareness Campaigns

Expanding film recycling throughout the country with education and outreach campaigns and technical assistance





Engagement

- State & Local Govts.
- Retailers
- Brands
- Recyclers
- Waste management
- Non-profits



- Identify motivator
- Develop toolkit
- Demonstrate progress



Outreach

Consumers/
General Public



Businesses



Campaigns,
events, allies



Develop/Spread Effective Messages



- **Plastic film recyclable**
 - **Mostly retail, generally not curbside**
- **Signage, website, campaign collateral, allies' networks**

Establishing Best Practices for Growth



Spotlighting:

- Milwaukee
- Outagamie County
- Dunn County

Becky Curtis

Recycling Assistant, Milwaukee Dept. of Public Works

Representative, Wisconsin Council on Recycling

WRAP & DNR Partnership



Goal: Increase supply of high quality film for recycling

Objectives:

- **Raise awareness - consumers & businesses**
- **Make film recycling easy to do**
- **Get more recyclable film to manufacturers**



Wisconsin DNR Role



State Council on Recycling



Provide Resources & Tools



Local Government Outreach



Film Recycling Advocate

WISCONSIN WRAP



A ROLE FOR EVERYONE

You can start today and learn how to do your part to build the economy, keep recyclable plastic film and bags out of Wisconsin landfills and put them back into productive use.

- Consumers, business, community recycling managers
- Gain recognition - become a WRAP Champion!



Milwaukee WRAP



- Public Awareness Campaigns:
 - Return-to-Retail
- Educational Tools
- Engaging Key Stakeholders
- Providing Metrics

Public Outreach Tools



PLEASE RECYCLE PLASTIC BAGS & WRAPS RIGHT HERE!

We are excited to be participating in the Wrap Recycling Action Program (WRAP) – a new campaign encouraging consumers to recycle plastic packaging... more than just carryout bags. Help us!

1. collect your clean and dry plastic bags and film packaging
2. place them in a plastic bag
3. deposit it in the storefront recycling bin next time you shop

YOU CAN RECYCLE:

- plastic carryout bags
- bread 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

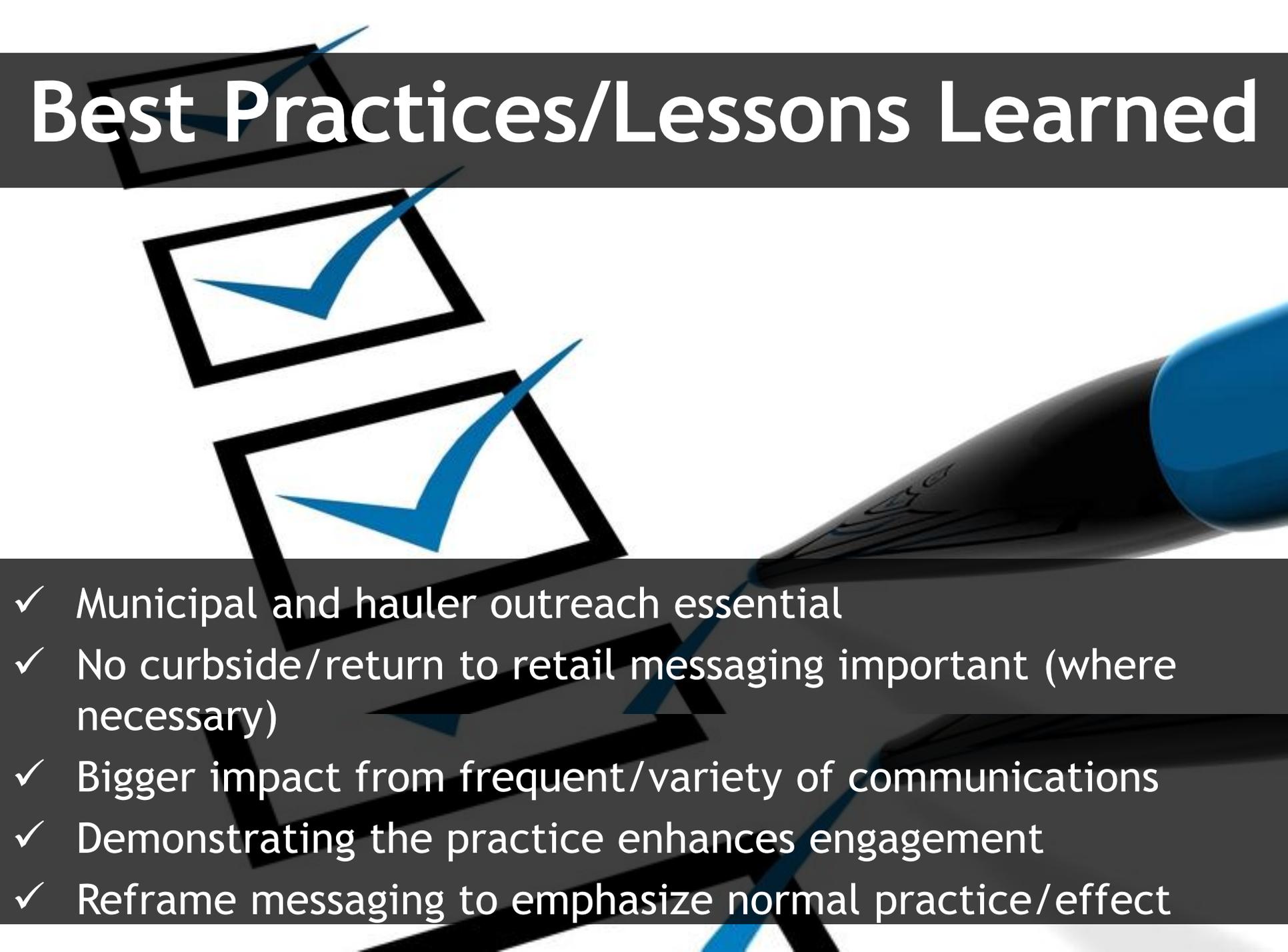
is a public/private partnership of the Wisconsin Department of Natural Resources, Milwaukee, Bemis, SC Johnson, Management, Trex, the American Chemistry Council's Flexible Film Recycling Group and the National Association of Grocers' Sustainable Packaging Coalition. Work together to recycle more plastic film!



Pick 'n Save
for a list of locations visit: picknsave.com/storelocator

DO NOT PLACE PLASTIC BAGS AND WRAPS IN YOUR CURBSIDE RECYCLING

Best Practices/Lessons Learned



- ✓ Municipal and hauler outreach essential
- ✓ No curbside/return to retail messaging important (where necessary)
- ✓ Bigger impact from frequent/variety of communications
- ✓ Demonstrating the practice enhances engagement
- ✓ Reframe messaging to emphasize normal practice/effect

Outagamie County Campaign



New Approach

- MRF/Retail
- Educational Pilot

Objective:

Test effectiveness of joint outreach and tools in decreasing film at MRFs while increasing at-store collection

Campaign Collateral

Front of Card

NO BAGGED RECYCLABLES...
NO BAGS OF BAGS...
NO BAGS
IN THIS CART!

Where can I recycle plastic bags and wraps?
At store drop-off locations!
See back panel for details.

Back of Card

Recycle clean, dry
plastic bags, film and wrap
at participating stores

NO pre-packaged salad mix bags, candy wrappers, or chip bags
NO degradable bags

Look for all store drop-off locations near you on plasticfilmrecycling.org

RECYCLE

clean & dry
plastic film packaging,
bags & wraps

HERE

Produce Bags	Plastic Shipping Envelopes	Bread Bags	Dry Cleaning Bags	Case Wrap
Air Pillows	Newspaper Bags	Food Storage Bags	Product Overwrap	Bubble Wrap

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

Dunn County WRAP

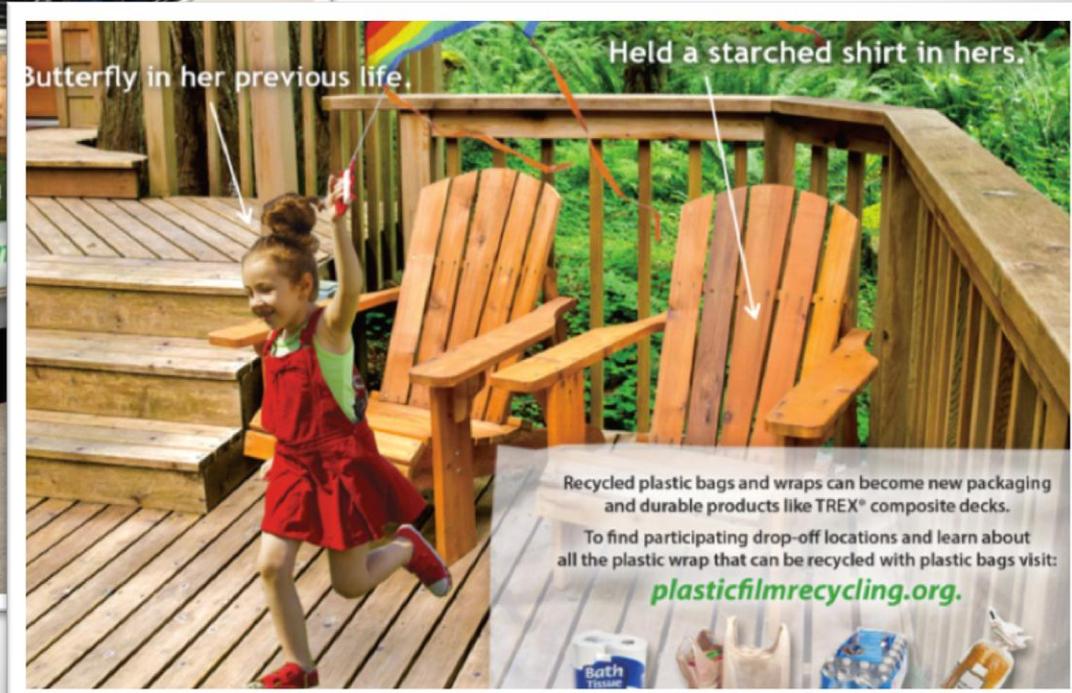


- Return-to-retail & rural drop-offs
- Educational Tools
- Consolidation at vocational centers
- Marketing Campaign
- Collection at universities, hospitals



Local Grant

- Community Foundation of Dunn County
 - \$7,500 for “Previous Life” marketing campaign



Newest WRAP Program: Vancouver, WA

Recycling Done Right



Plastic bags and glass are a problem in the blue recycling cart. We need your help!

Because you put a lot of effort into recycling, we want to help you do it right. Please remember to keep plastic bags, plastic wrap, and glass out of your blue recycling cart. These items can clog sorting machines and create a hazard for workers.

- Leveraging City/County multi-year “Recycling Done Right” Campaign
- WRAP Return-to-Retail Campaign: Aug - Sept 2015
- Testing educational tools & approaches to:
 - Keep film out of MRFs and increase retail drop offs
- Best practices used to expand program

Partners & Champions

- **Retailers = 4**
- **State governments = 1**
- **Local govts/communities = 29**
- **MRFs = 2**

New retail and government partners pending

Calling States & Municipalities to Join WRAP!



Become a WRAP Champion or Partner!

- Join peers in educating residents on film recycling best practices
- Champions use and share FFRG tools

Do This RIGHT NOW

Get Busy on Social Media



Tweet

Take plastic bags & other film wraps back to store drop-off bins. Find one nearby:
www.plasticfilmrecycling.org.
#irecycleplastics

How do you become a WRAP Champion?



It's easy!

- Sign up as a WRAP Champion/Partner in Re-TRAC Connect
- Share WRAP tools with your community
- Add retail locations to PFR.org Film Drop-off Directory
- Encourage retailers to post signage
- Encourage your peers to join WRAP

The screenshot shows the WRAP website's registration page. At the top right is the W.R.A.P. logo. The main heading is 'WRAP - Wrap Recycling Action Program'. Below it, the text reads 'Film Recycling Reinvigorated!'. The page explains the program's goals and provides a list of benefits for participating, such as saving money on disposal and reducing contamination. A 'Registration' section is visible, with a form for 'NEW RE-TRAC CONNECT USERS' and a section for 'EXISTING RE-TRAC CONNECT USERS'. The form includes fields for 'Business', 'City', 'County', 'Municipality', 'Other Organization', 'Estate', 'Town', 'Township', 'USPS/USA', and 'Other'. At the bottom right, there is a logo for 'Waste Reduction Management System' and 'Re-TRAC Connect'.

Something Special for You!



Sign up as a WRAP
Champion by July
30th and receive a
starter Toolkit!

Together We Can Double Film Recycling!

- 
- A photograph of three business professionals in a modern office setting. A man in a dark suit and tie stands on the left, a woman in a brown blazer and skirt stands in the center, and another man in a brown suit and tie stands on the right. They are all smiling and appear to be in conversation. The background shows large windows with a view of a modern building and trees. The lighting is bright and natural, suggesting a sunny day.
- ✓ Film packaging needs effective end-of-life options
 - ✓ WRAP can grow recycling & divert plastic film from MRFs
 - ✓ Success depends on state/municipal involvement

Help *Your* Community & Get on the WRAP Map!

Get on the Map with WRAP

[Community Sign Up >](#)



CHAMPIONS (24)

- Communities (24)
- Drop-Off Locations (0)



PARTNERS (5)

- Communities (5)
- Drop-Off Locations (7)



WRAP Champions/Partners are recognized in Re-TRAC and plasticfilmrecycling.org

Questions?

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