



# QUALITY MATTERS!

Resources for Plastics Recycling

January 25, 2018



Plastics Division



# AGENDA

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Background: Recycling System and *National Sword*

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Why Quality Matters: Sorting Recyclables for Value

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What is Industry Doing to Help Communities Improve Quality?

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Introduction to the American Chemistry Council

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Plastics Recycling Tools and Programs

# HOW PLASTICS MOVE FROM HOUSEHOLDS TO NEW PRODUCTS

1. Collected



2. Sorted



3. Baled



\*Recycling is a circle, so consider the ways that you can buy more recycled content in your office or at home.



5. Recycled\*



4. Reclaimed

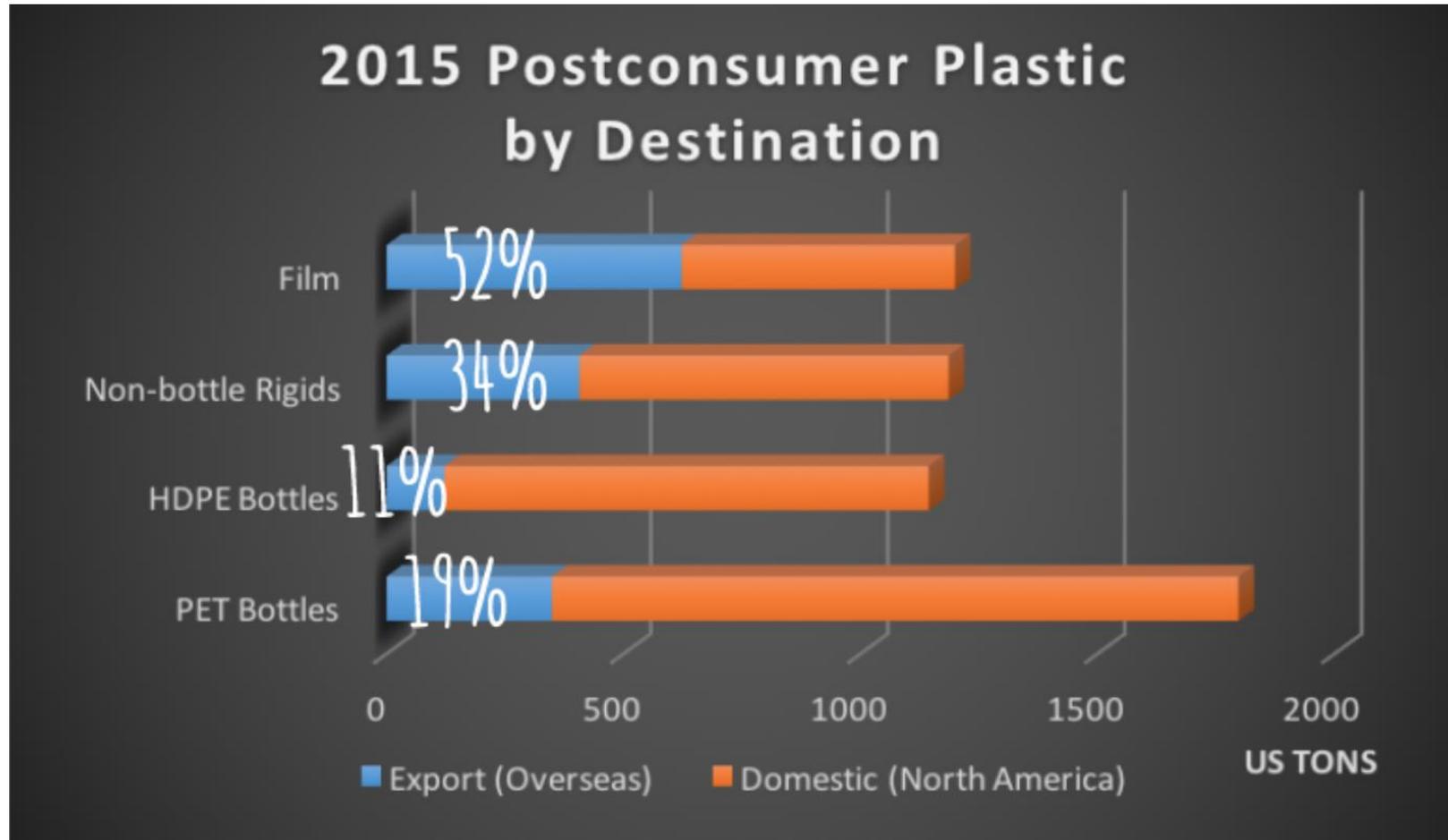
# RECYCLING IS A GLOBAL INDUSTRY

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- February 2017 – China National Sword
- July 2017 - WTO Notice – import ban
  - Post-consumer plastics • Mixed paper
- January 1, 2018: Other materials have to meet stringent contamination levels to be imported (effectively banning some baled material).

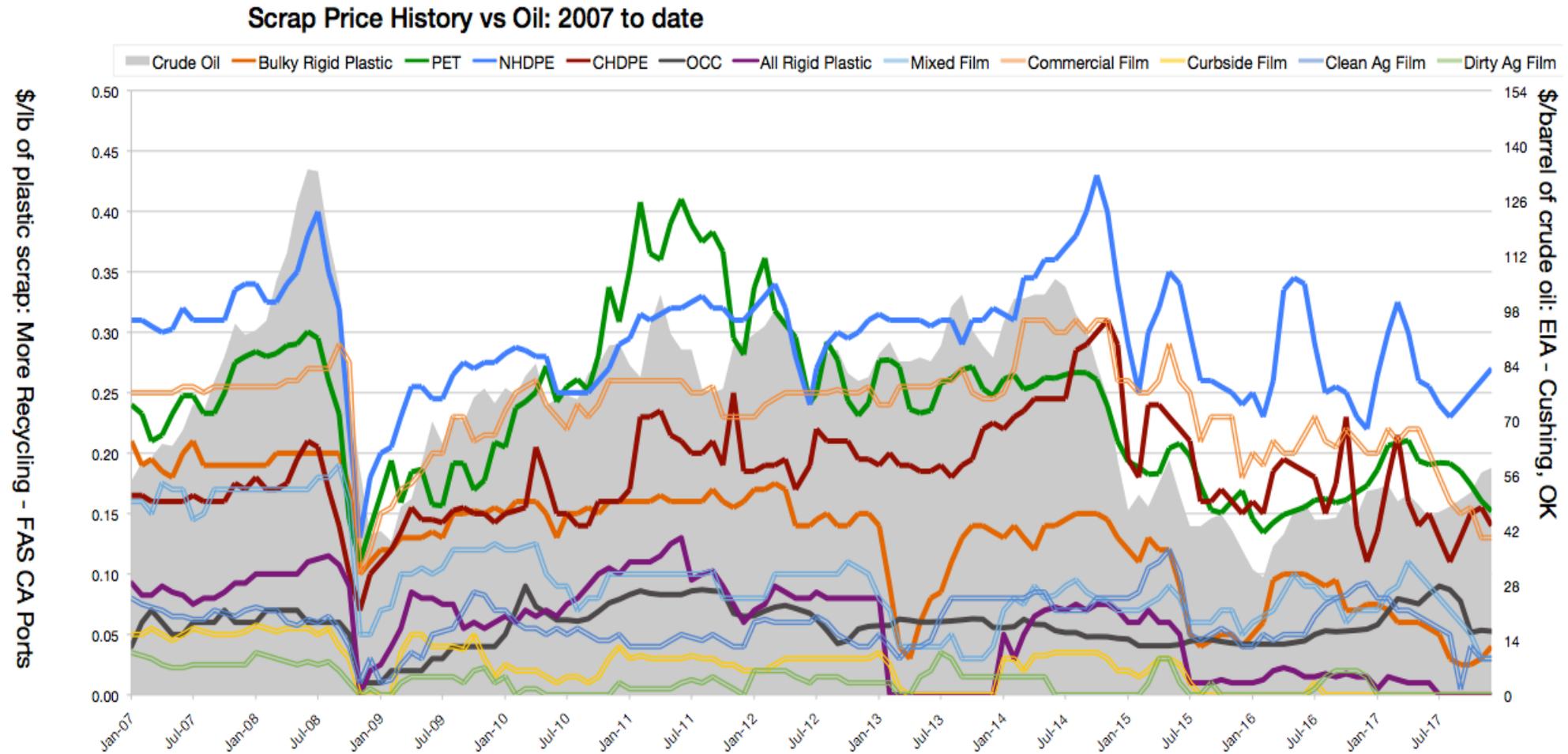


# PLASTIC TYPES: EXPORTED VS. DOMESTIC USE



*28% of all plastics exported in 2015*

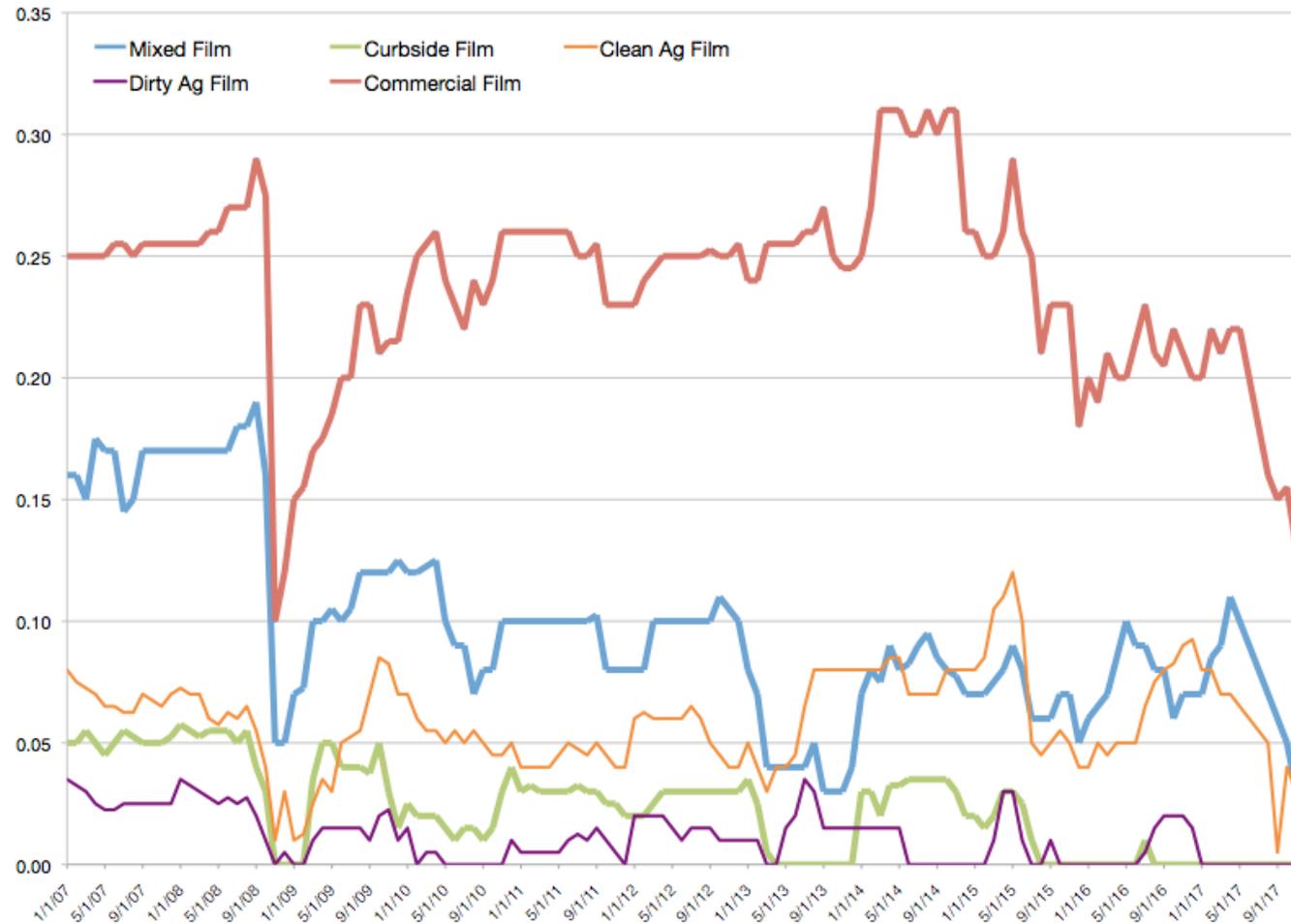
# ALL PLASTICS HISTORICAL SCRAP PRICE



Source: More Recycling

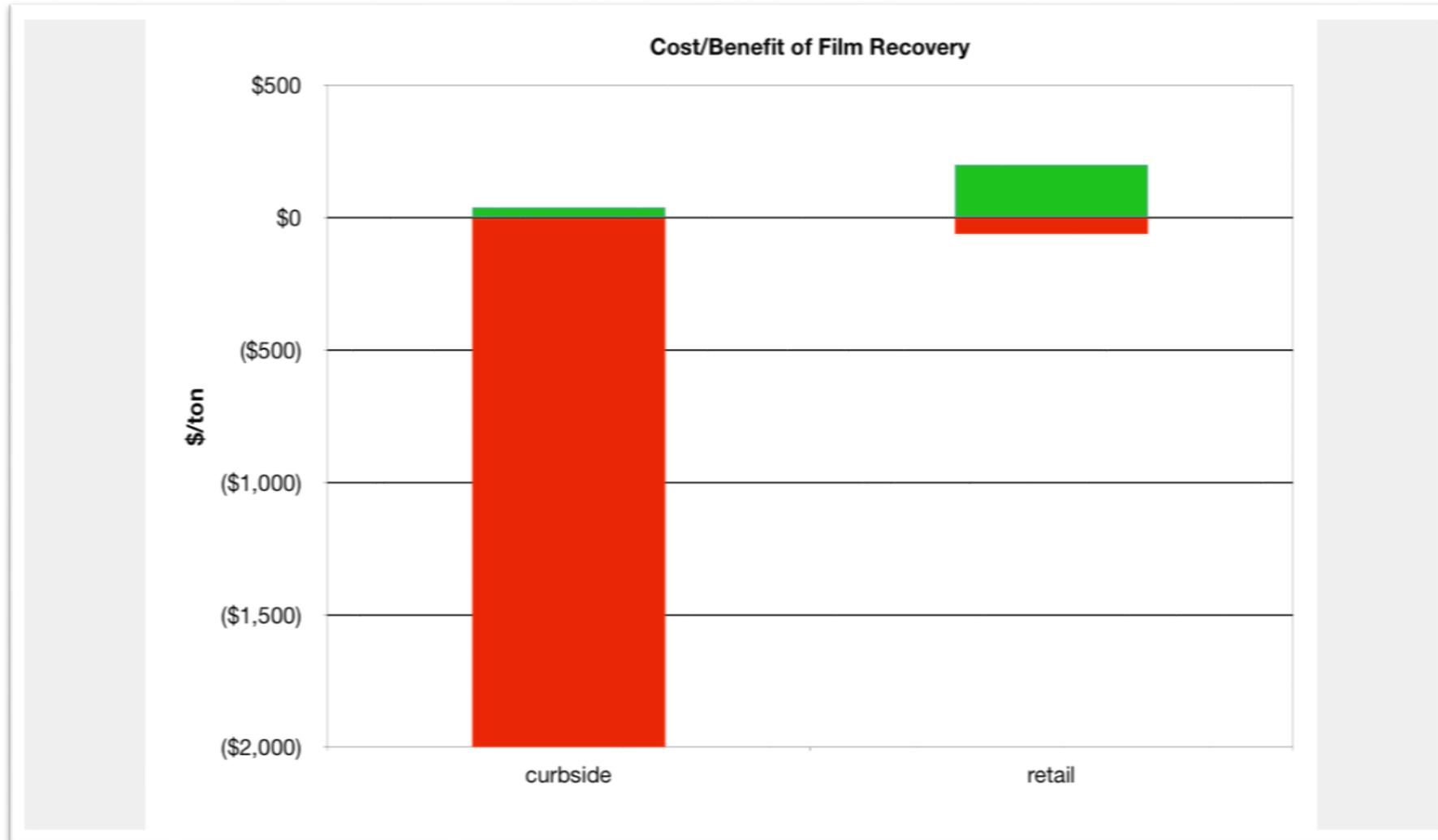
# FILM GRADES HISTORICAL PRICES

Plastic Film Scrap Price History: 2007 to date



Source: More Recycling

# FILM CURBSIDE VERSUS RETAIL COSTS



Source: More Recycling

# HOW OUTREACH LEADS TO QUALITY

Remember to:

1. Keep Messages Simple
2. Make Information Easy to Find
3. Use Graphics/Images to Amplify Your Message

Because you are the source of information for your residents!



# PLASTIC FILM RECYCLING WEBSITE



Events News & Media Contact Us Resources About Us



Recycling Bags and Wraps ▾ Recycling Commercial Film ▾ Recycling in Your Community ▾

PlasticFilmRecycling.org

## Recycling Bags and Wraps from Your Home

Learn more about plastic film, including which types you can recycle and where to recycle them.

GET STARTED

What plastic bags and film can be recycled?

LEARN MORE >

Find a Dropoff Location

Enter Zip/Postal Code

FIND

## Recycling Commercial Plastic Film from Your Business

Recycling your leftover plastic film can benefit your business and the environment.

SEE HOW

Recycling Film at your Business

Learn more about recycling flexible film for your business

START A PROGRAM >

FIND A RECYCLER >

## Recycling in your Community

Educate your community about plastic film recycling and encourage commercial collection in your area.

LEARN HOW

Find out what ways you can best communicate to your community

COMMUNICATION TOOLS >



# RECYCLE YOUR PLASTICS WEBSITE

## Terms & Tools



[RecycleYourPlastics.org](https://RecycleYourPlastics.org)



Clear terminology. Better education. More recycling.

### What are the Terms & Tools?

This site helps community recycling programs more effectively educate their residents about which plastics to recycle. Our Outreach Builder tool lets you choose common plastics recycling terms that best fit your program, then download free images for your outreach materials or build a custom flyer that shows what can and can't be recycled in your community. Use these terms and watch your plastics recycling quantity and quality grow.

[Start the Outreach Builder](#)



### Why Use Common Terms to Talk About Plastics Recycling?

Every region has different plastics recycling rules. Using the common terms provided here in your community will help reduce confusion and contamination.

# ADDITIONAL ONLINE TOOLS

Recycling Rigid Plastics Beyond Bottles: **CONTAINERS**

 The Association of Plastic Recyclers

Marketable Material, Growing Demand



Recycling Rigid Plastics Beyond Bottles: **CAPS ON!**

 The Association of Plastic Recyclers

Marketable Material, Growing Demand



Recycling Rigid Plastics Beyond Bottles: **RESIDENTIAL BULKY**

 The Association of Plastic Recyclers

Marketable Material, Growing Demand



[PlasticsRecycling.org](https://PlasticsRecycling.org)

# RECYCLING RESOURCES

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- [SteelSustainability.org](https://www.steelsustainability.org)
- [RecycleCartons.com](https://www.recyclecartons.com)
- [GlassRecycles.org](https://www.glassrecycles.org)
- [GPI.org](https://www.gpi.org) (glass)
- [PaperRecycles.org](https://www.paperrecycles.org)
- [RecyclingPartnership.org](https://www.recyclingpartnership.org)
- [PlasticFilmRecycling.org](https://www.plasticfilmrecycling.org)
- [RecycleYourPlastics.org](https://www.recycleyourplastics.org)
- [PlasticsRecycling.org](https://www.plasticsrecycling.org)



# THANK YOU

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# UPDATED TOOLS AND RESOURCES

Increase Quantity and Improve Quality of Recycled Plastics



# THE PLASTICS RECYCLING TERMS AND TOOLS

A resource to increase the quantity and quality of plastics collected

- In 2014, stakeholders came together to come up with a common set of terms for plastics recycling
  - Recyclers
  - Reclaimers
  - Exporters
  - Recycling coordinators
  - Plastics makers
  - Recycling/trade associations
- Created the Plastics Recycling Terms and Tools
  - **Outreach Terms:** Common terminology and simple tools for community recycling programs in the US and Canada to help these programs communicate more effectively to residents about plastic recycling.
  - **Commodity Terms:** Streamline communications about buying and selling plastics that have been collected in the plastics value chain.

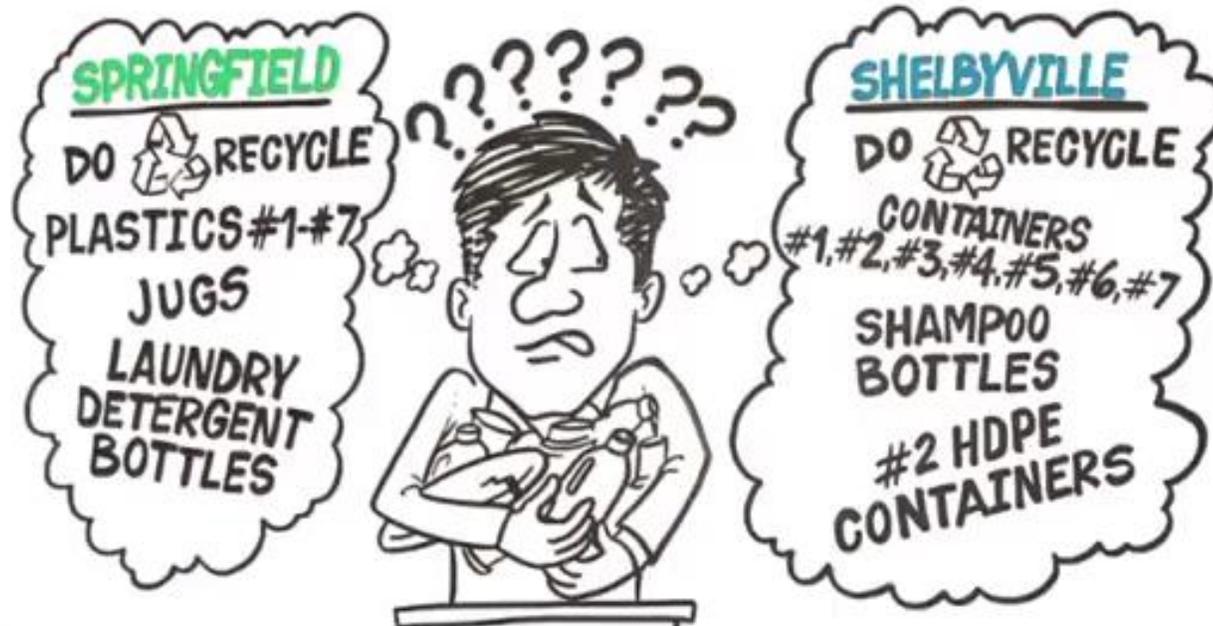


Clear terminology. Better education. More recycling.

# WHY PLASTICS RECYCLING TERMS?

## A new way of talking about plastics recycling

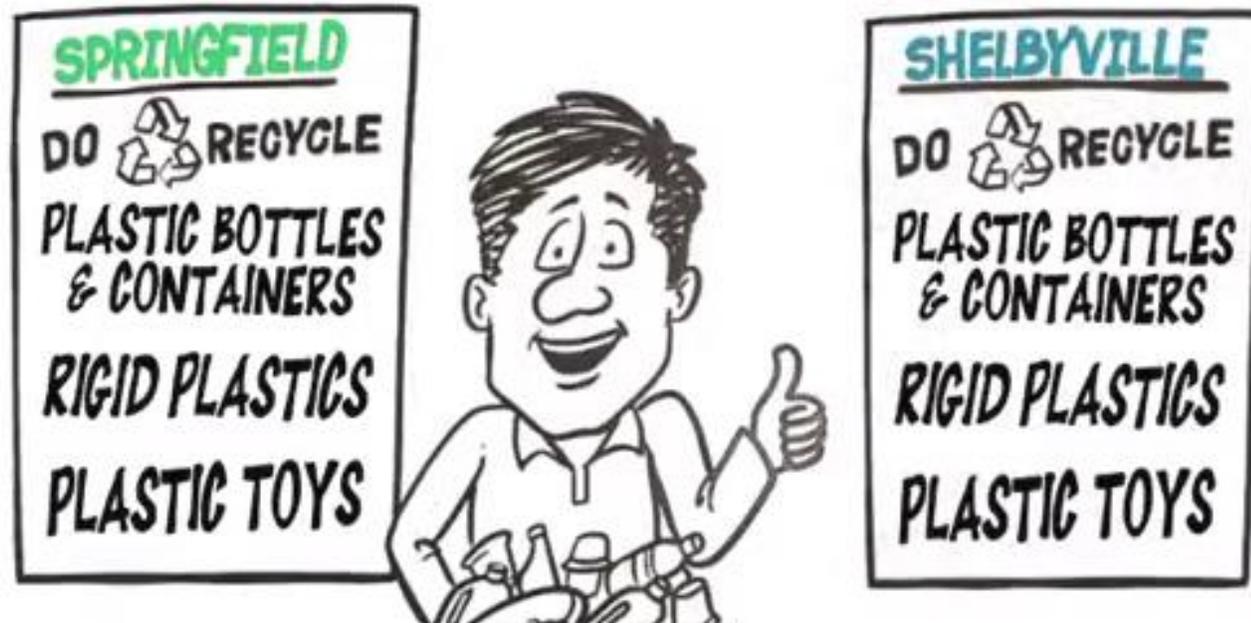
- Plastics recycling can be confusing
  - The types of plastics collected for recycling varies from one community to the other
  - The language we use to talk about plastics recycling varies



# WHY PLASTICS RECYCLING TERMS?

## A new way of talking about plastics recycling

- Plastics recycling can be confusing
  - Clear, descriptive recycling instructions are more effective than numbers
  - Images reinforce written instructions



# TERMS AND TOOLS RESOURCES

## Terms & Tools



### What are the Terms & Tools?

This site helps community recycling programs more effectively educate their residents about which plastics to recycle. Our Outreach Builder tool lets you choose common plastics recycling terms that best fit your program, then download free images for your outreach materials or build a custom flyer that shows what can and can't be recycled in your community. Use these terms and watch your plastics recycling quantity and quality grow.

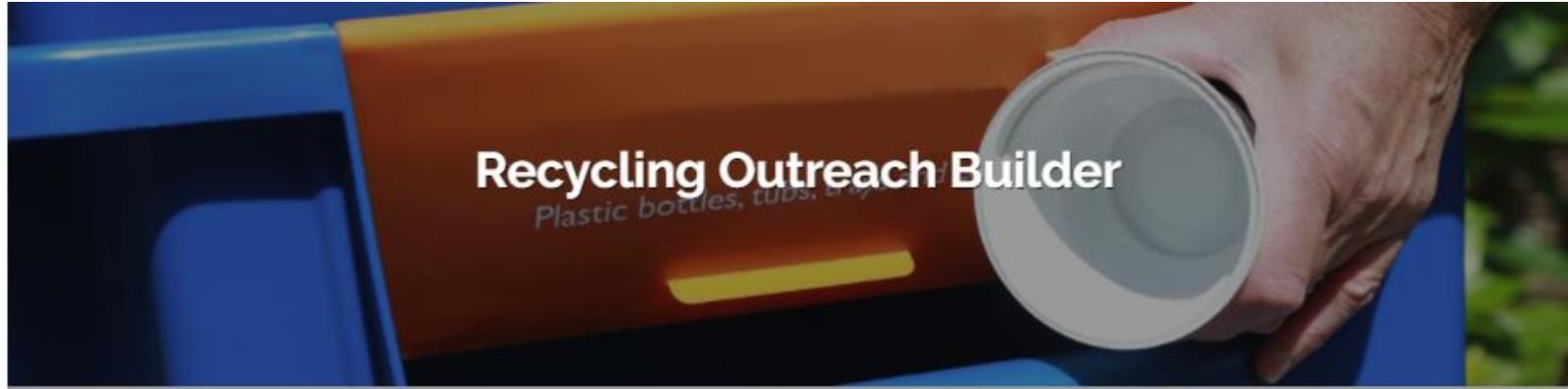
[Start the Outreach Builder](#)



### Why Use Common Terms to Talk About Plastics Recycling?

Every region has different plastics recycling rules. Using the common terms provided here in your community will help reduce confusion and contamination.

# STEP 1: SELECT YOUR MAIN PROGRAM



The Terms & Tools were designed with input from recycling professionals to be simple, intuitive and comprehensive. Simply match the plastics collected in your recycling program with the new terms. Hover over the terms to see more detailed definitions.

## 1 Select one category that best describes the plastics you accept.

Tip: You'll be able to add qualifiers in the following steps, so don't worry if the category you choose isn't a perfect match.

### Common Outreach Terms

Enter your Community/County/Org

- Specific Plastic Bottles & Jars**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars
- Specific Plastic Bottles & Containers**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars
  - Plastic PET (1) Containers & Lids

[Change Account](#)



- Specific Plastic Bottles & Jars**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars
- Specific Plastic Bottles & Containers**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars
  - Plastic PET (1) Containers & Lids
  - Plastic HDPE (2) Containers & Lids
- Plastic Beverage Bottles**
  - Plastic Soda, Water & Other Drink Bottles
- Plastic Bottles & Jars**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
- Plastic Bottles & Containers**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
  - Plastic Tubs & Lids
  - Plastic Produce, Deli & Bakery Containers, Cups, Trays
  - Plastic Non-food Containers & Packaging
- Rigid Plastic**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
  - Plastic Tubs & Lids
  - Plastic Produce, Deli & Bakery Containers, Cups, Trays
  - Plastic Non-food Containers & Packaging
  - Plastic Bulky Items
- Plastic**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
  - Plastic Tubs & Lids
  - Plastic Produce, Deli & Bakery Containers, Cups, Trays
  - Plastic Non-food Containers & Packaging
  - Plastic Bulky Items
  - Plastic Bags, Wraps & Film (bag in bag)

# STEP 2: SELECT ADDITIONAL ITEMS

2 Add any additional items you accept that weren't captured in the category you chose in Step 1.

- |  |  |
|--|--|
| <input type="checkbox"/> Plastic PET (1) Bottles & Jars          | <input type="checkbox"/> Plastic HDPE (2) Bottles & Jars         |
| <input type="checkbox"/> Plastic PET (1) Containers & Lids       | <input type="checkbox"/> Plastic HDPE (2) Containers & Lids      |
| <input type="checkbox"/> Plastic PP (5) Bottles                  | <input type="checkbox"/> Plastic PP (5) Containers & Packaging   |
| <input type="checkbox"/> Plastic Tubs & Lids                     | <input type="checkbox"/> Plastic Tubs                            |
| <input type="checkbox"/> Plastic Non-food Containers & Packaging | <input checked="" type="checkbox"/> Plastic Bulky Items          |
| <input checked="" type="checkbox"/> Plastic Buckets              | <input checked="" type="checkbox"/> Plastic Toys                 |
| <input checked="" type="checkbox"/> Plastic Flower Pots          | <input type="checkbox"/> Plastic Bags, Wraps & Film (bag in bag) |
| <input type="checkbox"/> Plastic Bags                            | <input type="checkbox"/> Foam Blocks & Shapes                    |
| <input type="checkbox"/> Foam Food Service & Other Containers    | <input type="checkbox"/> <i>None of these items</i>              |

Next: Select Exclusions

Next: Select Exclusions

aptured in the category you chose in Step 1.

- |  |
|--|
| <input type="checkbox"/> Plastic HDPE (2) Bottles & Jars       |
| <input type="checkbox"/> Plastic HDPE (2) Containers & Lids    |
| <input type="checkbox"/> Plastic PP (5) Containers & Packaging |
| <input type="checkbox"/> Plastic Tubs                          |
| <input checked="" type="checkbox"/> Plastic Bulky Items        |
| <input checked="" type="checkbox"/>                            |
| <input type="checkbox"/>                                       |
| <input type="checkbox"/>                                       |
| <input type="checkbox"/>                                       |

Items as large as or larger than a 5 gallon bucket, such as: drums, large water bottles, crates, large storage bins, baskets, totes and lawn furniture; Some may be marked: PET (1), HDPE (2), LDPE (4), PP (5), Other (7)

Hover over the terms to see how they are defined in the [Plastics Recycling Terms and Tools](#)

# STEPS 3 & 4: SELECT EXCLUSIONS AND OPTIONAL NOTES

## 3 Select the plastic materials you would like to exclude.

Tip: Only include the most important exclusions. (We recommend no more than 4). People are less likely to read long lists.

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> No Containers that held Hazardous Products  | <input type="checkbox"/> No Foam Blocks/Shapes   |
| <input type="checkbox"/> No Toys  | <input type="checkbox"/> No Motor Oil Bottles/Containers   |
| <input type="checkbox"/> No Foam Peanuts  | <input type="checkbox"/> No Toys with Metal or Electronic Components                                   |
| <input type="checkbox"/> No Products that are Compostable (e.g. PLA)  | <input type="checkbox"/> No Thin Foamed Sheets/Wrap (used around products like electronics)            |
| <input type="checkbox"/> No Blister Pack (clear formed plastic packaging around products like toys, hardware and electronics) | <input type="checkbox"/> No Products that Contain Bio- or Ox   |
| <input type="checkbox"/> No Flower Pots   | <input type="checkbox"/> No Microwavable Containers  |
| <input type="checkbox"/> No Black Plastic   | <input type="checkbox"/> No Buckets  |
| <input checked="" type="checkbox"/> No Plastic marked PVC (3)   | <input type="checkbox"/> No Bags, Wrap or Film Plastic   |
| <input type="checkbox"/> No Clamshells or Trays from Produce, Deli, Bakery, Take-out  | <input type="checkbox"/> No Plastic marked PS (6)  |
| <input type="checkbox"/> No Frozen Food Bags  | <input type="checkbox"/> No Cups   |
| <input type="checkbox"/> No Plastic marked Other (7)  | <input type="checkbox"/> No Other Film   |
| <input type="checkbox"/> No Straws  | <input type="checkbox"/> No Electronics/Appliances   |
| <input type="checkbox"/> No Foam  | <input checked="" type="checkbox"/> No Caps  |
| <input type="checkbox"/> No Food Contaminated Containers  | <input type="checkbox"/> No Foam Food Service: cups, plates  |
| <input checked="" type="checkbox"/> No Lids   | <input type="checkbox"/> No Pouches (stand up bags or squeeze coffee, juice, dried fruit, yogurt, laur |
| <input type="checkbox"/> None of these items  |  |

## 4 Add optional notes/instructions.

- Empty, flatten and put caps back on bottles/jars
- Rinse or wipe clean all food or other residue from bottles & containers
- Include lids with containers
- Remove caps/lids and put in trash
- Remove tape and labels from foam blocks and shapes/protective packaging
- Place all clean, dry bags and film inside another bag and tie off
- Separate non plastic (e.g. paper or metal) attachments from plastic products

Next: Review

# SELECT ROYALTY-FREE IMAGES FROM THE GALLERY



## Image Gallery

Choose a category:  
Click on an image below to download.

Main Recyclable Groups			Group & Individual Items					Exclusions	
									
									
									
									



Download for your communications material or use in the flyer builder

# BUILD YOUR FLYER

- Tools pulls in your customized program, including exclusions and instructions
- Uses images selected in the gallery
- Pulls in relevant contact information for your program



**Recycle More Plastic**

**PLEASE RECYCLE:**  
**Plastic Bottles & Containers**  
- Plastic Soda, Water & Other Drink Bottles  
- Plastic Food & Household Bottles/Jars  
- Plastic Tubs & Lids  
- Plastic Produce, Deli & Bakery Containers, Cups, Trays  
- Plastic Non-food Containers & Packaging  
**Plastic Buckets**

**OH AND BY THE WAY...**  
\* Empty, flatten and put caps back on bottles/jars  
\* Rinse or wipe clean all food or other residue from bottles & containers

**EXCLUSIONS:**  
**No Containers that held Hazardous Products**  
**No Bags, Wrap or Film Plastic**



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919 360 4045

# THE PLASTICS RECYCLING TERMS AND TOOLS

- The Outreach and Commodity Terms are available to download as PDFs



# TESTIMONIALS

## COLUMBIA, SC

New Cart Program Needs New, Descriptive Plastic Education Materials



### Plastics Messaging Decreases Confusion and Contamination

**The Challenge**  
In March 2016, Columbia, South Carolina, had a 13% contamination rate. This was despite recent upgrades to its curbside recycling program, in which Columbia switched from 18-gallon bins to 96-gallon carts for collection. The material recovery facility (MRF) serving the city also upgraded its facility with new technology, including optical sorters, to improve sorting efficiency. The new carts expanded the amount of recyclables residents could recycle each week and the upgraded MRF enabled it to profitably sort additional types and volumes of plastics.

The city conducted a survey because of concern over its high contamination rate. They learned that the change in the types of plastics collected, coupled with the switch from bins to carts, confused many residents about what could and could not be recycled in Columbia. Due to the confusion, residents attempted to recycle materials that the city's recycling program did not officially accept. This increased the contamination rate.

**Solutions**  
City staff met with resident groups to develop more effective recycling messaging. The city learned that simple terms and photos were easiest for residents to understand. Residents also preferred to see only the items accepted in the program, not the items that were not accepted. Providing both "yes" and "no" in the same message was confusing to the community.

"Simplicity is key with recycling. We were using numbers, but when we switched to roll carts we saw an increase in contamination. When I give presentations to groups, I am more likely to use descriptive terms when explaining what can be recycled." - Samantha Yager, Solid Waste Assistant Superintendent, Columbia SC

POPULATION 133,358 (2013)

#### KEY POINTS

Recycling program began in 1991 with a bin system and recently moved to carts.

Through their outreach, city staff learned that clear, simple terms and images made the most effective recycling messaging.

A recycling app developed for the city website furthers their recycling message.

"From the feedback from the MRF, it seems quality is steady. Quantity is steadily increasing. Overall, our residents are extremely happy with our education program. They say they understand better what recycling is and isn't. Pictures paired with terms are the most helpful." -Samantha Yager, Solid Waste Assistant Superintendent

To find the descriptive terms that best describe your plastic recycling program, use the Plastic Recycling Terms and Tools resource. You can also download free images to further improve your outreach materials.



## OUTAGAMIE COUNTY, WI

Expanded Recycling Access Better Supported by Plastics Terminology



### Descriptive Plastic Terms Enable MRF to Expand Collection and Access

#### The Challenge

In Outagamie County, Wisconsin, the majority of residents were confused about what types of plastics the Tri-County material recovery facility (MRF) accepted for recycling. Outagamie County, along with neighboring Brown and Winnebago counties, used recycling flyers that used resin identification codes to educate which plastics they used resin given to the county indicated residents were confused when numbers were relied upon as the primary plastic recycling message. As a result, the MRF often received incorrect plastics materials, creating contamination in the recycling stream.

#### Solutions

The program decided to change their plastics recycling messaging from numbers to descriptive terms and found at RecycleYourPlastics.org. The MRF and consultants from More Recycling provided guidance on the new messaging.

In 2016 Outagamie County received a grant from The Recycling Partnership. The grant enabled Outagamie to offer low-cost recycling carts to their rural communities (the larger municipalities already had carts). Thirteen rural communities opted for the carts.

POPULATION 180,345 (2013)

#### KEY POINTS

The state-of-the-art MRF expanded the list of plastic items available for recycling to include all plastic bottles and containers.

Outagamie County changed messaging from using resin numbers to descriptive term groups and images.

A grant allowed the county to offer recycling carts to 13 rural communities.

"We opted for the new terms and to move away from the numbering system after [we found] students [who] had grown up with the mandatory recycling program either could not remember the plastic numbers that were allowable in all Wisconsin programs or they didn't even know there were numbers on plastic packaging." - Christine Miller, Recycling Coordinator

"We want our information to be understandable and descriptive for anyone, not a jargon-laden manual. Bright colors and simple seconds looking at our guide to decide if most items are recyclable or not." - Tori Carle, Recycling Education Specialist

To find the descriptive terms that best describe your plastic recycling program, use the Plastic Recycling Terms and Tools resource. You can also download free images to further improve your outreach materials.

## GREENSBORO, NC

Updated Education Helps Reduce Residential Confusion and Contamination



### Descriptive Plastic Terms and Images Improve "Closed Lid" Recycling Program

#### The Challenge

In 2014, the City of Greensboro, North Carolina, had a 20% contamination rate in its recycling stream. The city surveyed its residents to understand what residents knew about Greensboro's existing recycling program. They also sought to understand if confusion about what could and couldn't be recycled was driving this higher-than-desired rate.

The results indicated that the city's recycling messaging needed simplification. This was especially true with plastics. Greensboro's recycling flyer grouped items to be recycled into ten categories, including two for plastics: "All Plastics #1-7" and "Rigid Plastics." These categories were not descriptive and used numbers to identify recyclable plastic items, which confused their residents. The result was residents put plastics in the curbside bin that the city did not collect for recycling.

#### Solutions

Following the survey, the city launched a new recycling campaign "Recycle First. It Matters." Greensboro's marketing firm developed a new flyer that grouped and recyclables into four simple categories with images and descriptive, straightforward plastics terms, similar to those in the Plastic Recycling Terms and Tools resource found at RecycleYourPlastics.org.

These new plastic terms and images clearly explained what could be recycled in Greensboro's curbside recycling program.

POPULATION 279,639 (2013)

#### KEY POINTS

Is the oldest "closed lid" single stream program on the East Coast.

Conducted resident survey to get to the cause of rising contamination rates. Survey results showed that most households were confused about what to put in the recycling bins, particularly plastics.

Changed from "Plastics 1-7" message to descriptive term groups and images.

Uses 311 mobile program to allow drivers to report contamination in carts.

"Recycling needs to be simple, clear, and engaging." - Tori Carle, Recycling Education Specialist, City of Greensboro, NC

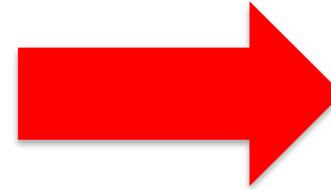
### of Greensboro's Plastics Messages



Age of 7+ residents

AFTER/NOW (ABOVE): New outreach materials group plastics by clear, descriptive terms and images.

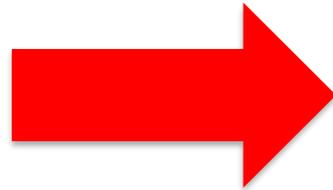
# TESTIMONIAL: OUTAGAMIE COUNTY, WI



**BEFORE:** Original message relied on numbers and was confusing to residents.

**AFTER:** New materials using descriptive terms are clear and easy to understand.

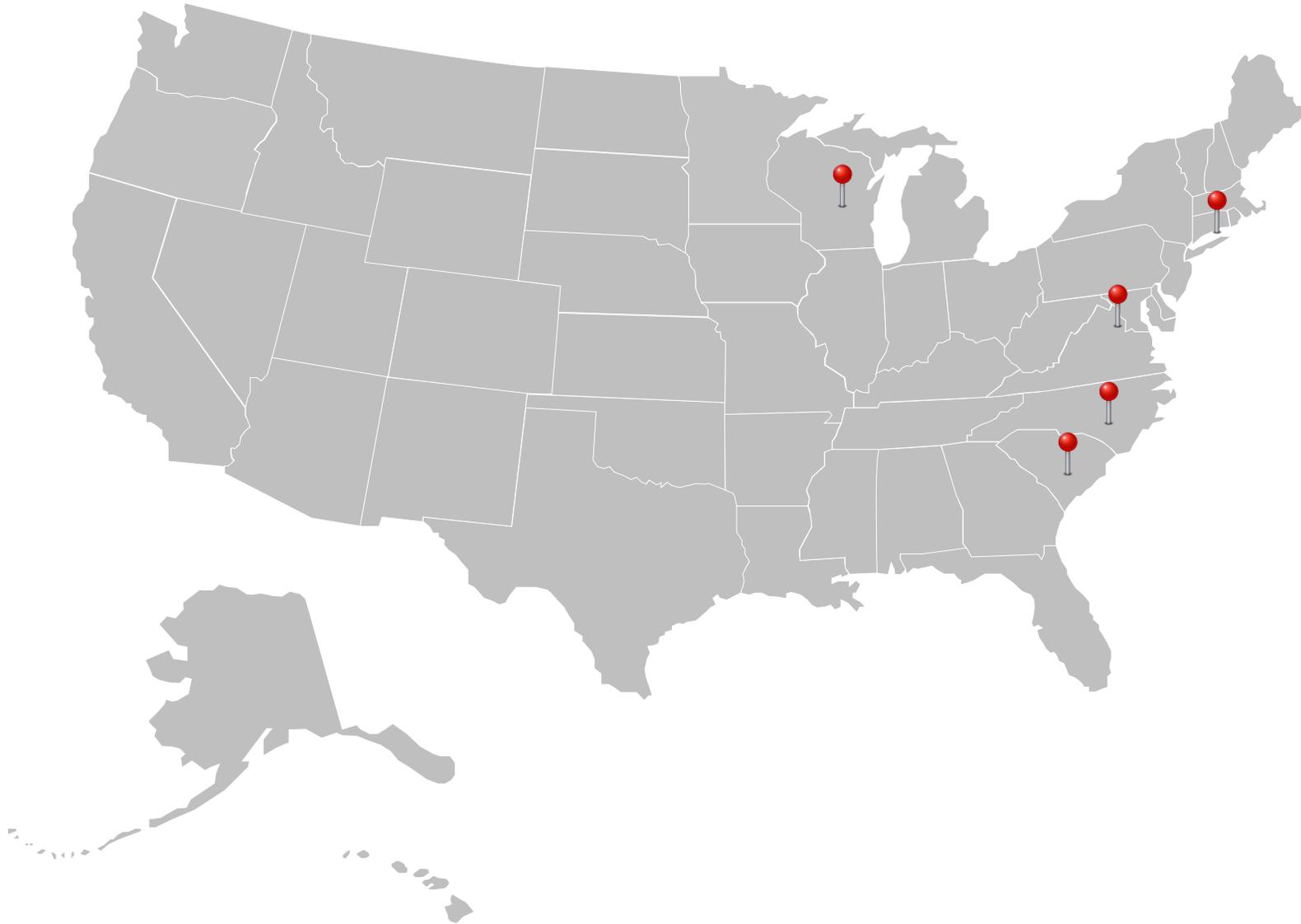
# TESTIMONIAL: GREENSBORO, NC



**BEFORE:** Original message of “All Plastics 1-7” was confusing to residents and many didn’t know exactly what to put in carts.

**AFTER:** New outreach materials were bright and grouped plastics by clear, descriptive terms and images.

# GROWING ADOPTION OF THE TERMS AND TOOLS



Working at the:

- Local Level:
  - Individual communities and cities
- State Level:
  - State recycling associations
  - State environmental agencies

*Are you next?*

# Don't Take Our Word for It

A close-up photograph of a person's hand holding a clear plastic water bottle, tilted as if to drop it into a blue recycling bin. The background is slightly blurred, showing a green recycling bin and a brown sign with yellow recycling symbols. The overall scene is outdoors with natural light.

“From the feedback from the MRF, it seems quality is steady. Quantity is steadily increasing. **Overall, our residents are extremely happy with our education program. They say they understand better what recycling is and isn't.** Pictures paired with terms are the most helpful.”—Samantha Yager, Solid Waste Assistant Superintendent

# THE WRAP RECYCLING ACTION PROGRAM (WRAP)

## A Public Education and Outreach Initiative

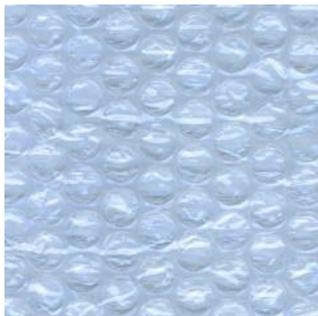
- WRAP works to:
  - Provide resources and best practices for plastic film recycling
  - Refine best practices in collaboration with partners
  - Expand network of stakeholders



# PLASTIC FILM RECYCLING CHALLENGES

## Lack of awareness

- Many people don't know:
  - Plastic bags—and wraps and other flexible film packaging—can be recycled
  - Plastic film typically should not be recycled curbside
  - How or where to recycle plastic film





## Principal Tactics and Strategies:

**Common  
suite of  
materials**

**Educate  
on how &  
why**

**Measure  
impact,  
improve  
results**

**Share &  
expand best  
practices**

# HOW WRAP WORKS



Trex<sup>®</sup>



Ziploc<sup>®</sup>



avangard  
innovative  
monetizing recyclables



Kimberly-Clark



CITY OF  
Vancouver  
WASHINGTON



State & Local  
Outreach

Brands, SPC -  
How2Recycle Label



SAFeway.



TARGET

Recyclers,  
APR



NC  
Environmental  
Quality

Retail Collection -  
18,000 drop-off  
locations

APR  
Design<sup>TM</sup>  
Guide for  
Plastics  
Recyclability -  
PE Films



Price  
Chopper<sup>®</sup>



Public-  
Private  
Partnerships

# BROAD ADOPTION: COMMON MESSAGES

*Plastic bags and film **widely recycled** –  
not curbside*

*These programs collect a **variety of flexible plastic packaging** for recycling: produce, shopping and dry cleaning bags; **wraps from napkins, paper towels, bathroom tissue, beverage cases....***

*Recycle at one of the more than **18,000 store drop-off locations** across the country.*

# WRAP ONLINE RESOURCES



[Events](#) [News & Media](#) [Contact Us](#) [Resources](#) [About Us](#)



[Recycling Bags and Wraps](#) [Recycling Commercial Film](#) [Recycling in Your Community](#)

## Recycling Bags and Wraps from Your Home

Learn more about plastic film, including which types you can recycle and where to recycle them.

[GET STARTED](#)

What plastic bags and film can be recycled?

[LEARN MORE >](#)

[Find a Dropoff Location](#)

Enter Zip/Postal Code

[FIND](#)

## Recycling Commercial Plastic Film from Your Business

Recycling your leftover plastic film can benefit your business and the environment.

[SEE HOW](#)

Recycling Film at your Business

Learn more about recycling flexible film for your business

[START A PROGRAM >](#)

[FIND A RECYCLER >](#)

## Recycling in your Community

Educate your community about plastic film recycling and encourage commercial collection in your area.

[LEARN HOW](#)

Find out what ways you can best communicate to your community

[COMMUNICATION TOOLS >](#)

# ROADMAP TO WRAP: PDF AND DIGITAL

**ROADMAP TO WRAP.**

**1 Understanding Local Needs and Opportunities**  
Get your WRAP Campaign Team together and start discussing the opportunities and challenges facing your community for recycling plastic film.

How many people in America have access to bag, wrap, and film recycling?

SET GOALS  
DETERMINE METRICS  
OUTLINE BUDGET  
SCHEDULE MEETINGS

See WRAP in Action

**2 Seeking Out Partners**  
Many organizations in your state, city, and community support recycling and can make great partners. Contact state and local agencies to increase outreach to residents. Seek sponsorships, organize volunteers and recruit retailers to grow campaign resources.

Who are the critical partners?

GROCERY/RETAIL STORES  
SERVICE GROUPS  
NEIGHBORHOODS  
SCHOOLS  
SPONSORS

See WRAP in Action

**W.R.A.P.**

**Roadmap to WRAP**

A guide to help promote plastic film recycling for municipalities, states, community organizers, and business stakeholders.

PLASTICFILMRECYCLING.ORG

HELP SPREAD THE WORD

**STEP 1: Promoting Success**

Understanding Local Needs and Opportunities  
Seeking Out Partners  
Creating Your Work Plan  
GO!  
Facilitating Commercial Collection

WRAP campaigns experienced a decrease in plastic film recycling rates, an increase in film collected at curbside, and an increase in consumer participation. Results are great to share with local communities!

WRAP is an ongoing community effort. It takes motivation and support from many partners. Some have found their path by first addressing curbside recycling in their communities as a whole.

**FACT**  
WRAP data has shown that consumers need to receive the messages about film recycling – “keep out of curbside bin & return to retail!” – from varied and repeated sources.

**1 BILLION POUNDS** of plastic film recycled  
has grown  
**74%** since 2009  
2,250 PLASTIC BAGS in a 16 FOOT roll

**WRAP Recycling**  
WRAP Recycling is a non-profit organization that provides a free service to help municipalities, states, and community organizers promote plastic film recycling. We help promote local programs and provide a national network of local program coordinators. We provide a national network of local program coordinators. We provide a national network of local program coordinators.

**WRAP Recycles**  
WRAP Recycles is a non-profit organization that provides a free service to help municipalities, states, and community organizers promote plastic film recycling. We help promote local programs and provide a national network of local program coordinators. We provide a national network of local program coordinators.

Example: Illinois

PLASTICFILMRECYCLING.ORG

HELP SPREAD THE WORD



# DIRECT TO RESIDENTS: CART TAGS



**We need your help!**

GLASS ON THE SIDE IN BINNIE. NOT BIG BLUE.

RECYCLE PLASTIC BAGS AT THE GROCERY STORE OR REUSE AT HOME.

YEAH, THAT'S RECYCLING DONE RIGHT!

BIG BLUE BINNIE

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.

**WIN PRIZES!**

We want to thank you for recycling right! Go to [RecyclingDoneRight.com](http://RecyclingDoneRight.com) for the chance to win a Kindle, a reusable bag or other prizes.

**RECYCLING DONE RIGHT. THANK YOU!**

Questions?  
Call (360) 397-2121 ext. 4352

**LOOKING GOOD!**  
We peeked in the top of your recycling cart. What we saw looked good, but we didn't dig deep.

**CART WAS EMPTY**  
We did not get a chance to check your recycling cart today.

**OOPS! THE ITEMS BELOW DON'T BELONG IN YOUR BIG BLUE RECYCLING CART. PLEASE GO TO [RECYCLINGDONERIGHT.COM](http://RECYCLINGDONERIGHT.COM) FOR DETAILS.**

**PLASTIC BAGS/WRAP**  
Plastic bags and wrap are recyclable, but not in your recycling cart. Please recycle at a grocery store or reuse at home.

**GLASS**  
Please put glass on the side in a separate container.

**NON-RECYCLABLES**  
Some items that are not recyclable were found in your recycling cart. For more recycling information, please go to [RecyclingDoneRight.com](http://RecyclingDoneRight.com).

**green NEIGHBORS**

Solid waste regional planning and programs are a cooperative effort of Battle Ground, Camas, Clark County, La Center, Ridgefield, Vancouver, Washougal, and Yacolt.

# DIRECT TO RESIDENTS: BILL INSERTS/MAILERS



## 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 those shown on the reverse side at [PlasticFilmRecycling.org](http://PlasticFilmRecycling.org).

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

Recycle Right beyond the bag!  
Learn more about what you can do in our community at [cityofvancouver.us/wrap](http://cityofvancouver.us/wrap)



## Plastic Bags (Film)

Don't bin it – Recycle it!

Look for plastic bag & film recycling containers near local grocery and retail stores entrances:

- Pick 'n Save
- Sam's Club
- Metro Market
- Target
- Kohl's
- JCPenney
- Walmart

Types of plastic films accepted:

- Plastic bags
- Produce bags
- Bread bags
- Dry cleaning bags
- Plastic case wrap from snack and beverage cases
- Plastic film packaging (clean and dry)



Waukesha County Recycle  
[waukeshacounty.gov/rec](http://waukeshacounty.gov/rec)

For more information visit [waukeshacounty.gov/t](http://waukeshacounty.gov/t)



## RECYCLE CLEAN, DRY PLASTIC BAGS AND FILM PACKAGING



Air Pillows



Grocery & Retail Bags  
(labeled #2 HDPE or #4 LDPE)



Case Wrap  
(do not include plastic containers)



Newspaper Bags



Bread bags  
(with crumbs shaken out)



Produce Bags



Dry Cleaning Bags  
(remove paper and hanger)



Napkin, Paper Towel, Bathroom Tissue and Diaper Wrap Packaging

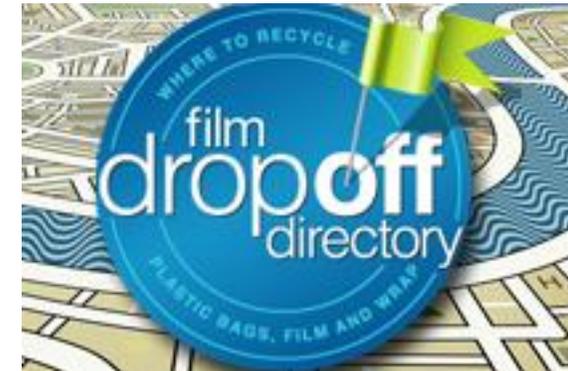


[plasticfilmrecycling.org](http://plasticfilmrecycling.org)

# INFORMATIONAL DIGITAL BADGE

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

[CLICK TO FIND](#)



# WRAP COMMUNICATIONS TACTICS

- Social Media
- E-newsletters & Websites
- Other Community Outreach

## Film Plastics

In an effort to recycle as much as possible, many people mistakenly put their plastic bags in their recycling carts. Unfortunately, plastic bags and other types of film plastics do more harm than good when disposed of in this way. Plastic bags, shrink wrap, bubble wrap and other types of “stretchy” film plastic easily tangle in the machinery that is meant to sort recyclables into separate categories. This slows efficiency of the facility, as the machines have to be shut down to allow workmen to climb in and cut out the bags with box cutters. This material accounts for at least a 25% reduction in efficiency.

### So what should I do with them?

First and foremost, try to eliminate plastic film from your life as much as possible by taking your own reusable bags to the grocery store, reusing bubble wrap, and trying to reduce the amount of plastic film you buy in general.

**Reuse and Recycling:** Plastic bags can be reused in your home (e.g. as waste basket liners or doggy poo scooper bags.) Any bags you don't reuse can be properly recycled by placing them in the receptacles found near the front of most grocery stores. This ensures they will be recycled with other materials of the same kind and not have a chance to choke recycling sorting machinery.

For more information, go to [wcnorthwest.com](http://wcnorthwest.com)

More than **1 BILLION POUNDS** of plastic film, bags and wraps are recycled every year in the U.S.\*

**PLASTIC FILM RECYCLING** has grown **74%** since 2005\*

There are approximately **2,250 PLASTIC BAGS** in a standard **16 FOOT** pallet.

**WRAP RECYCLING ACTION PROGRAM**

TWEETS 64 FOLLOWING 8 FOLLOWERS 66 LISTS 1

**WRAP Recycling** @WRAPrecycling

The Wrap Recycling Action Program (WRAP) is a new public awareness campaign designed to grow the recycling of plastic film packaging.

Vancouver, WA  
[plasticfilmrecycling.org](http://plasticfilmrecycling.org)  
Joined November 2011

11 Photos and videos

WRAP Recycling @WRAPrecycling · 3h  
See how @Ikea uses recycled #plastic film pallet wrap to create exciting new furniture!

Ikea's PS 2017 collection includes products made from recycled mat... Ikea has unveiled furniture and homeware made from recycled wood, plastic and glass as part of its latest PS collection aimed at young urban...  
dezeen.com

Reducing, Reusing and Recycling Plastic Bags and Wrap | City of Vancouver Washington - Google Chrome

[www.cityofvancouver.us/publicworks/page/reducing-reusing-and-recycling-plastic-bags-and-wrap](http://www.cityofvancouver.us/publicworks/page/reducing-reusing-and-recycling-plastic-bags-and-wrap)

**City of Vancouver WASHINGTON**

OUR COMMUNITY SAFETY & SERVICES BUSINESS & DEVELOPMENT

I want to... Connect At Your Service Customer Center Drinking Water

## Reducing, Reusing and Recycling Plastic Bags and Wrap

We're going beyond bags!

It's clear: Plastic wraps, bags and film packaging are everywhere. From the wrapper around paper towels, to the plastic enveloping a new shirt, to the sleeve holding the newspaper, to a plastic bag containing bread. And that's just a small sampling. Unfortunately, these materials are often wasted or become litter instead of being recycled.

More than **1 BILLION POUNDS** of plastic film, bags and wraps are recycled every year in the U.S.\*

**PLASTIC FILM RECYCLING** has grown **74%** since 2005\*

RECYCLE 3,000 POUNDS of plastic film, bags and wraps every year in the U.S.\*

Web Links  
Plastic Film Recycling  
Recycling Done Right

Vancouver newsletter...pdf Plastic-Debris-Enter...png

Show all downloads...



# THANK YOU

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