



News Release

For Immediate Release

August 3, 2017

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NEW DIGITAL TOOLS MAKE IT EASY FOR COMMUNITIES TO RECYCLE MORE PLASTIC WRAPS AND BAGS

WASHINGTON (August 3, 2017) – The [Flexible Film Recycling Group](#) (FFRG) of the American Chemistry Council (ACC) has released two new online tools and an updated website designed to help grow the recycling of plastic wraps, bags and other flexible polyethylene (PE) film packaging. These free tools provide resources to a wide range of audiences – including consumers, recycling coordinators, local and state governments, and businesses – about this material, collectively known as “film.” They aim to help these audiences learn more about what material can be recycled, how to properly recycle it, and how to grow plastic film recycling at a local level. More and better plastic film recycling can help improve the environment and support local recycling or waste diversion goals.

Plastic film is one of the fastest growing areas of recycling with collection increasing nearly 84 percent since just 2005. Plastic film can be recycled in the United States at more than 18,000 grocery and retail stores nationwide. Film typically cannot be collected curbside because it requires a separate collection stream from rigid plastics (e.g., bottles, cups, tubs and other containers) and different processing equipment. Because many consumers are unclear about what film is recyclable and how to recycle it, the [Wrap Recycling Action Program](#) (WRAP) was created.

The “[Roadmap to WRAP](#)” tool is an interactive guide with step-by-step instructions to help recycling coordinators, and local and state governments implement plastic film recycling campaigns and programs. The Roadmap contains free educational materials such as downloadable posters, tip cards, and bookmarks to educate residents about plastic film recycling; a work plan, plastic film recycling audit template, and checklists to help recycling coordinators organize and launch a campaign; along with insights, tips and examples from prior campaigns. These resources were designed to help support these campaigns and increase post-consumer and commercial film recycling.

To date, Milwaukee, Wisconsin; Vancouver, Washington; Mecklenburg County and Onslow County, North Carolina; and the State of Connecticut have launched WRAP recycling campaigns. WRAP campaigns are based on public-private partnerships that promote recycling of plastic wraps and bags, and a FFRG initiative.

The “[Value Chain Case Study](#)” tool provides a visual depiction of PE film recycling to demonstrate the value proposition for recycling this material to attract other stakeholders. It

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explains the steps in the PE film recycling process, from collection to end use, and profiles businesses that are leaders in plastic film recycling. The profiles recognize these businesses, such as grocers, retailers, recycling businesses, and brand companies for their leadership and serve as examples for other businesses interested in starting or growing plastic film recycling operations.

Both tools reside on the updated PlasticFilmRecycling.org website, which contains information on post-consumer and commercial PE film recycling for consumers, businesses, and government entities.

“We are very excited about these new tools and their potential to help grow PE film recycling,” said Shari Jackson, director of the FFRG. “Polyethylene film is a valuable material that should be recycled whenever possible. It can be turned into useful products such as composite lumber for backyard decks, fences, and benches, and new bags and packaging. These new tools will support the continued expansion of PE recycling by making it easier for consumers, communities, and businesses to participate.”

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The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®; common sense advocacy designed to address major public policy issues; and health and environmental research and product testing. The business of chemistry is a \$768 billion enterprise and a key element of the nation's economy. It is among the largest exporters in the nation, accounting for fourteen percent of all U.S. goods exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

