



News Release

For Immediate Release

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NEW VIDEO ENCOURAGES ADOPTION OF COMMON TERMS TO HELP BOOST PLASTICS RECYCLING

WASHINGTON (May 11, 2015) – A [new animated video](#) released today encourages recycling professionals and communities nationwide to adopt a uniform set of terms to better communicate with residents about what plastics to recycle. The video builds on last year’s [introduction](#) of the [Plastics Recycling Terms & Tools](#), a set of resources designed to help communities recycle more plastics by using simple, consistent terms and images to educate people.

The 3-minute video uses the “whiteboard” animation style made popular by sports networks, game makers, and others, in which an artist seemingly draws time-lapse images to tell a story. In this case, the video shows how using the Terms & Tools can help get everybody “singing from the same songbook” to reduce confusion and increase plastics recycling.

The video resides at: http://youtu.be/zbcVQ2_8UU4.

“This video is an entertaining way to communicate how all of us working together using the same set of terms can help grow plastics recycling,” said Craig Cookson, director of sustainability and recycling for the Plastics Division of the American Chemistry Council, which produced the video. “The video is brief, engaging, and kind of humorous—it effectively delivers the message that using the Terms & Tools is in everybody’s interest.”

The Terms & Tools provides a glossary of terms, a gallery of images, an option to create your own flyer, and an easy-to-use online tool that helps communities streamline the process of matching the plastics collected in a particular program with a common set of outreach terms. All Terms & Tools resources are available at no cost on RecycleYourPlastics.org.

“We are excited to share this new video with recycling coordinators and plastic recycling professionals,” said Patty Moore, president and CEO of Moore Recycling Associates. “Broad adoption of common terms will reduce confusion, increase plastic recycling, and boost the quality of recycled plastics—all of which will improve the entire plastic recycling system.”

The Terms & Tools were created with guidance from a wide-ranging advisory committee of representatives from throughout the plastics recycling value chain, including reclaimers, recycling coordinators, plastics makers, trade associations, municipal recovery facilities, a recycling company, an exporter, and a nonprofit recycling partnership. In addition, [Moore Recycling](#)

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May 11, 2015

Page 2

[Associates](#) solicited input through an extensive survey of hundreds of recycling professionals and through [Re-TRAC Connect](#).

Moore Recycling Associates continues to oversee the Terms & Tools, sponsored by the [Plastics Division](#) of the American Chemistry Council.

Connect with Recycle Your Plastics on [LinkedIn](#), [Facebook](#) and [Twitter](#).

About ACC's Plastics Division

The American Chemistry Council's Plastics Division represents leading companies dedicated to providing innovative solutions to the challenges of today and tomorrow through plastics. Ongoing innovations from *America's Plastics Makers*TM have led to medical advances and safety equipment that make our lives better, healthier and safer every day. And advances in plastics are helping Americans save energy, reduce greenhouse gas emissions and decrease waste. Because plastics are such a valuable resource, the Plastics Division is leading efforts to "reduce, reuse, recycle and recover," including through outreach, education and access to advances in recycling technology: www.americanchemistry.com/plastics.

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<http://www.americanchemistry.com>

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 an \$812 billion enterprise and a key element of the nation's economy. It is the nation's largest exporter, accounting for twelve percent of all U.S. 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.

