



News Release

For Immediate Release

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PLASTICS MAKERS PARTNER WITH RECYCLING STAKEHOLDERS TO RECYCLE MORE PLASTIC WRAPS & BAGS IN OMAHA

Recycling Campaign to Help Divert More Plastics from Landfill

WASHINGTON (December 4, 2017) –The [Flexible Film Recycling Group](#) (FFRG) of the [American Chemistry Council](#) (ACC) joined partners in Omaha, Nebraska, this past weekend to launch a new campaign to increase the recycling of plastic wraps and bags in the city. Representatives from the FFRG, the U.S. Environmental Protection Agency, and First Star Fiber material recovery facility (MRF) were onsite at four Hy-Vee grocery stores to educate consumers about the campaign and encourage them to recycle plastic wraps and bags at participating retail and grocery stores.

The Omaha campaign is part of the Wrap Recycling Action Program (WRAP), an innovative public-private partnership that promotes recycling of plastic wraps and bags. The WRAP launch coincided with a promotional event for the [Hefty® Energy Bag™ Program](#), which the city has participated in for more than a year. The Energy Bag Program allows consumers to separate their non-recycled plastics from their waste so that the plastics can be collected at the MRF and converted into fuel. Omaha's WRAP campaign and Energy Bag Program will help the city to divert more plastics from landfill.

“We’re thrilled to work with our partners in Omaha to educate consumers about recycling plastic wraps and bags,” said Shari Jackson, director of film recycling for ACC. “Omaha residents can play an important role in keeping these items out of landfill by bringing their plastic wraps and bags to a Hy-Vee grocery store or other participating retailer for recycling. Recycling plastic wraps and bags at retail drop-off locations instead of through curbside collection programs helps ensure that this material does not damage equipment at the local MRF. Moreover, recycling plastic wraps and bags at grocery and retail locations helps keep the material clean and dry, which is critical to maintaining quality for recycling.”

National WRAP partners include the FFRG, the U.S. EPA, GreenBlue/the Sustainable Packaging Coalition, the Association of Plastics Recyclers, brand companies, retailers, states, cities, and others.

Consumers in Omaha and across the nation can recycle the following clean and dry plastics at participating stores: plastic bags such grocery bags, produce bags, bread bags, dry cleaning bags, newspaper bags, and food storage bags (even sealable food bags and bags with “zippers”); plastic

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wraps from beverage cases, diapers, bathroom tissue, and paper towels; bubble wrap and shipping pillows. Residents can recycle any thin, flexible plastic wrap labeled with a #2, #4, or the [How2Recycle™](#) store drop-off label. These plastics can be recycled at more than [18,000 retail stores](#) in the U.S.

These valuable materials are recycled into new products such as durable lumber for backyard decks, fences and benches, and new bags and packaging.

For more information: www.plasticfilmrecycling.org.

<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 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.

