

Glass Packaging Institute

Overview and Activity Update

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Glass is ENDLESSLY Recyclable



Glass Packaging Institute



The **Glass Packaging Institute (GPI)** represents the North American glass container industry:

- 6 member glass container producers: O-I, Verallia, Ardagh Group, Gallo Glass, Vitro US Packaging Division, Rocky Mountain Bottling (MillerCoors)
- 37 associate member supplier companies

GPI promotes glass as the optimal packaging choice, advances environmental and recycling policies, advocates industry standards and educates packaging professionals. www.gpi.org



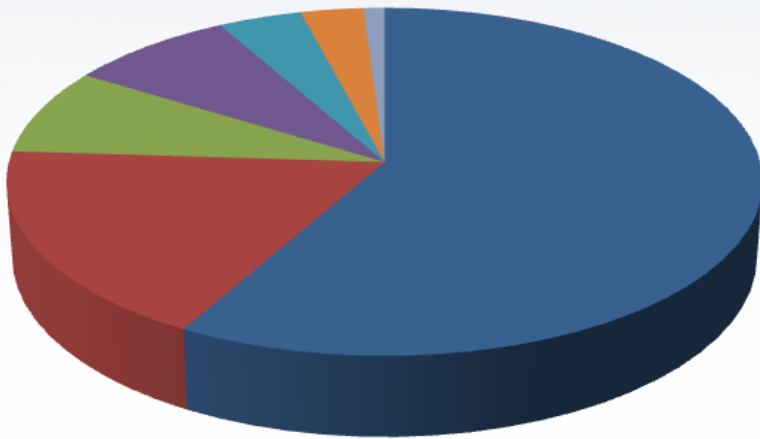
The North American Glass Container Industry

- 48 glass container plants in 22 states comprise a **\$5.5 billion dollar industry**
- 102 glass container furnaces produce approximately **30 billion glass food, beverage, cosmetic, spirits, wine, and beer containers annually**
- The industry employs approximately **18,000 employees nationwide**



2011 U.S. Glass Container Shipments by Category

- Beer (58%)
- Food (18%)
- Wine (8%)
- Non-Alcoholic Beverage (8%)
- Liquor (4%)
- Flavored Alcoholic Beverages (3%)
- Other (1%)



Source: Glass Packaging Institute (GPI)

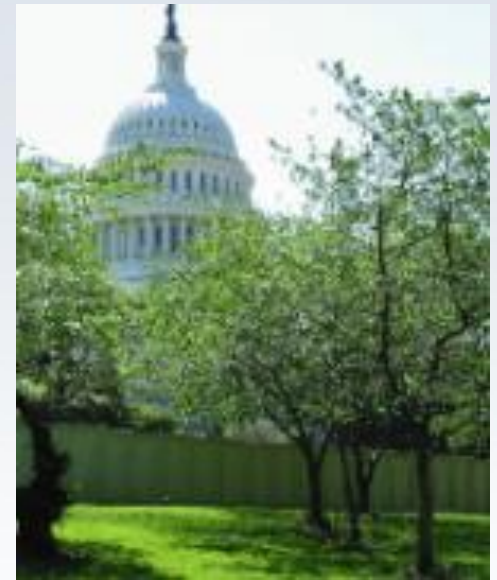
Glass Industry Outreach

GPI Membership in Key Coalitions and Organizations

- **Council of Manufacturing Associations Board, *National Association of Manufacturers (NAM)***
- **AMERIPEN – *Technical Advisory Group Member***
- **Southeast Recycling Development Council (SERDC) – *Board Member***
- **Northeast Recycling Council (NERC)**
- **Recycling Roundtable, *Co-Founding Member***
- **BENEFIT – Through GPI involvement, the glass container industry not only has a seat at the table, but the opportunity to continue to drive policy and strategy considerations.**

Federal Government Affairs

- The Goal:
 - Protect the interests and improve the visibility of the glass container industry
 - **2012 directive from the GPI Board of Trustees: “Be Known”**
- Accomplishments:
 - Developed and strengthened relationships on Capitol Hill, with U.S. EPA and other federal/state government agencies
 - **Emerged as a leader among “packaging” commodities on legislative and strategy initiatives**



Government Affairs

Federal Activity

- Held roughly **130 briefings** with Members of Congress and Staff over the past 18 months
- Briefings have covered:
 - Jobs
 - Manufacturing
 - Energy
 - Emissions
 - Recycling
- Coordinate federal recycling strategy with representatives from **paper, aluminum, plastic and recycling industries**

Government Affairs

Support to Suppliers and Customers

- Beer Industry:
 - Partnered in support of a reduction of the beer excise tax – key legislation to primary customer group
- Supplier Industry:
 - Congressional testimony and briefings with key Congressional staff to support rollback of the “soda ash royalty rate” taxes paid by a primary supplier industry
 - Impact of the increased “royalty rate” is several millions annually, much of which is passed along to glass container manufacturing companies

Government Affairs

Federal Activity – Recycling Data

- Key Issue:
 - Lack of accurate recycling data from existing programs on percentage of collected recyclables returned to manufacturing industries.
 - Accurate data can help reduce glass plant energy costs and improve the bottom line.

- Capitol Hill Initiative:
 - GPI and member companies spearheaded effort among the major commodity groups to address recycling data issue on Capitol Hill.

- June 2012 Congressional Hearing:
 - Glass-industry-led effort calling for accurate recycling data resulted in the first hearing to address the municipal solid waste recycling industry in decades.

 - **BENEFIT – Member of Congress and Committee staff understand the potential recycled glass has to reduce cost for the glass companies, the environmental value of reclaiming glass, and the breadth of glass company employment in the U.S.**

Government Affairs

April 2012 Congressional Fly-In

- Engaged glass container executives in over 40 briefings with Congressional staff
- Promoted legislative initiatives that support and benefit the glass container industry
- Presented two Members of Congress with Friends of Glass Award for support on glass container legislative initiatives



Glass Industry Outreach

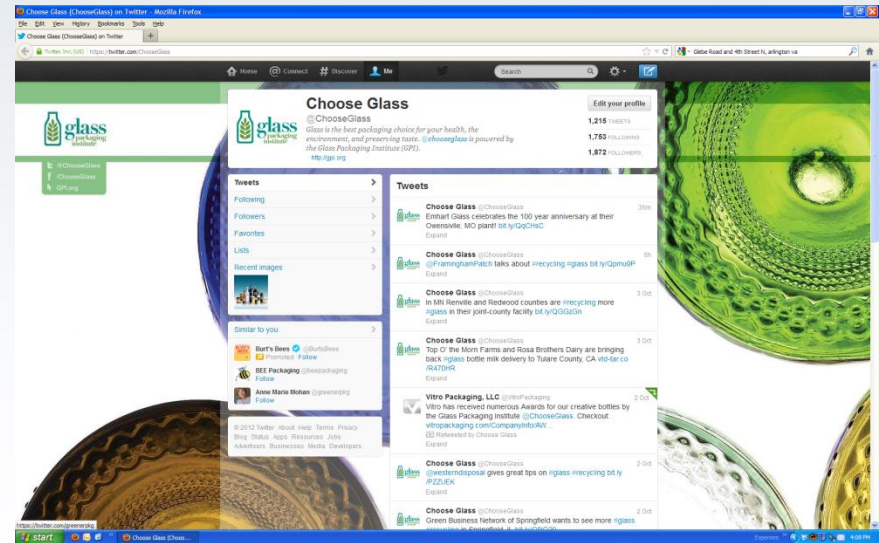
GPI Outreach to Protective League Unions

- Leagues Engaged:
 - West Coast Protective League
 - Southeast Protective League
 - Northeast Protective League
 - Midwest Protective League
- GPI provides information on:
 - Glass container industry initiatives
 - GPI position on issues including manufacturing, energy, and emissions
 - GPI recycling and marketing programs
- **BENEFIT - Presentation/attendance has opened lines of communications among employees, management, and GPI**

Digital Platforms

Now...

- Consolidation: one Facebook page, one Twitter feed, one brand
- Editorial calendars to ensure consistent and timely postings
- Increase in followers and reach





glass

endlessly recyclable

www.gpi.org

