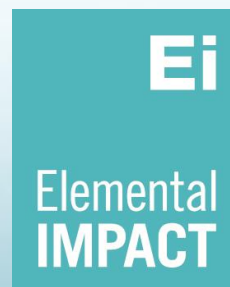


# Plastic Film Recycling Update

Tonya Randell  
Moore Recycling Associates



Ei Partner Meeting  
November 17, 2016



# Moore Recycling Associates

- Nearly 30 years of experience providing data analysis & technical assistance with a focus on plastic packaging.
- Track recycling availability, historical scrap pricing and bale quality across the US.
- Education including workshops, white papers, & articles.



# Wrap Recycling Action Program



The Association of  
Plastic Recyclers

- “Return to Retail” message provides alternative to curbside bins/MRFs
- Maximize material quality- for film *and* other commodities
- Protect local environment
- Educate consumers about recycling material “beyond the bag”
- Agnostic on bans and fees

# How it Works



*Reinvigorating Film recycling:*

Double film recycling by 2020 to 2 billion pounds



# Tools & Collateral



**PLEASE RECYCLE PLASTIC BAGS & WRAPS RIGHT HERE!**

We are excited to be participating in the Wrap Recycling Action Program (WRAP) – a new campaign encouraging consumers to recycle plastic packaging... more than just carryout bags. Help us!

1. collect your clean and dry plastic bags and film packaging
2. place them in a plastic bag
3. deposit it in the storefront recycling bin next time you shop

**YOU CAN RECYCLE:**

- plastic carryout bags
- bread bags
- product overwraps for bathroom tissue, napkins, paper towels, bottled water cases, etc.
- shipping pillows
- zip-top bags
- produce bags
- dry cleaning bags
- newspaper bags

WRAP is a public/private partnership of the Wisconsin Department of Natural Resources, City of Milwaukee, Bemis, SC Johnson, Waste Management, Trex, the American Chemistry Council's Flexible Film Recycling Group and GreenStar's Sustainable Packaging Coalition. Let's work together to recycle more plastic film!

**Pick 'n Save**  
for a list of locations visit: [picknsave.com/storelocator](http://picknsave.com/storelocator)

PLEASE DO NOT PLACE PLASTIC BAGS AND WRAPS IN YOUR CURBSIDE RECYCLING

bag  
plasticfilmrecycling.org  
wrap

# Community Success

- Increase from 41% to 53% of respondents knew that bags and film shouldn't be in curbside carts

- 75% percent reduction in plastic bag contamination in recycling carts of residents who received cart tags

- 125% increase in material collected at participating Safeway stores with minimal increase in contamination



**Now RECYCLE**  
clean & dry plastic film packaging, bags and wraps  
at your local store or drop-off location.

*(Not in your curbside Recycle Cart)*

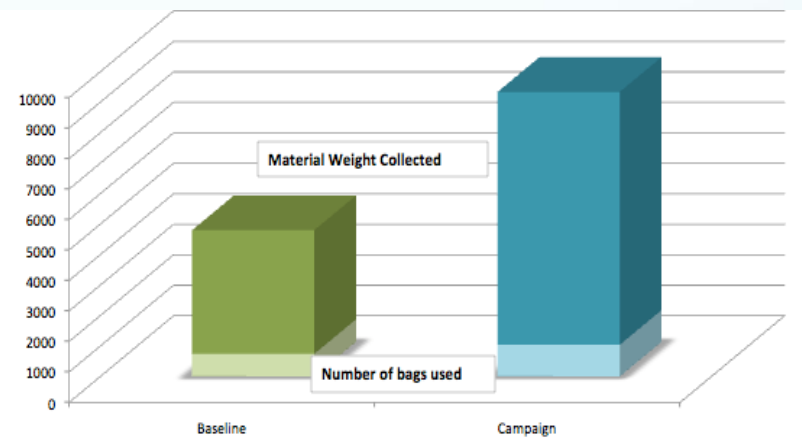
Find out where to recycle plastic items like those shown on the reverse side at [PlasticFilmRecycling.org](http://PlasticFilmRecycling.org).

*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)

**W.R.A.P.**  
Waste Reduction Action Program

Recycle if Clean & Dry  
Store Drop-off  
**PLASTIC**  
BAGS / FILM / WRAP  
[how2recycle.info](http://how2recycle.info)



# Mall Collection: Timeline

- June 2011 – First visit to Concord Mills to assess the plastic film scenario;
- July 2011 – Ei Team visits Simon Property Group Indy HQ; day trip to the North Vernon Hilex Poly plastic film recycling plant;
- Jan 2012 – Charlotte visit with Hilex Poly & Simon corporate (Matt Hupp) to determine specific plastic film recycling logistics @ Concord Mills & SouthPark
- June 2012 – Matt Hupp leaves his position as Simon Waste & Recycling Director





# Mall Collection: Timeline

- July 2012 – Orwak baler delivered to Concord Mills
- August 2012 – launch the CM plastic film recycling pilot; Sonoco Recycling will collect the mini plastic film bales; CM officially designated at the SFCI – Shopping Mall Pilot
- September 2012 – SouthPark launches their plastic film recycling pilot
- March 2013 – CM hosts the Charlotte Ei Partners Tours
- April 2013 – Simon Malls tells Ei to “get out” of our pilots







# Comparative Case Study

Just COMPLETED!

And many thanks to Holly for the attention to details:


- Compares Concord Mills and SouthPark programs using 2015 data
- Provides logistics and ROI analysis
- Links to resources and SouthPark video.



**Comparative Case Study:  
Plastic Film Recycling  
at Two Simon Malls**

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An "easy-win" guide to building successful film recycling programs.

 Prepared by Elemental Impact for the Wrap Recycling Action Program (WRAP)

American Chemistry Council © 2016

HELP SPREAD THE WORD

# Thank You!

## Questions?

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