



News Release

For Immediate Release

May 5, 2015

Contact: Allyson Wilson (202) 249-6623

Email: allyson_wilson@americanchemistry.com

MILWAUKEE PILOT PROGRAM LOOKS TO BOOST RECYCLING OF PLASTIC BAGS, WRAPS

WASHINGTON (May 5, 2015) – Advocates of plastic film recycling recently launched a pilot program at select grocery stores in Milwaukee to examine ways to increase collection of plastic bags and many types of flexible wraps. Assuming the outcome is successful, the results of the pilot program could be replicated at stores nationwide to increase recycling rates.

Stakeholders in the Wrap Recycling Action Program (WRAP) launched “WRAP – Recycling Film Beyond Bags” at ten grocery stores in the Roundy’s supermarket chain on Earth Day, April 22. The program incorporates various outreach efforts to communicate directly to shoppers at these stores, encouraging them to collect and bring back plastic film items – grocery bags, newspaper bags, dry-cleaning film, product wraps, bread bags, and more – for recycling. The plastic film is sent to recycling facilities for use in new bags, new packaging, decking, benches, and other items.

Among the outreach efforts, the pilot program includes new in-store recycling bins and posters, as well as flyers that are distributed directly to shoppers. WRAP stakeholders also plan to award random shoppers who get “caught in the act” of recycling plastic film with store gift cards.

The program’s plastic film collection rates will be compared to pre-program rates to determine the level of success. Assuming the program results in a significant increase in collection, WRAP stakeholders will make available details of the pilot program for other stores to emulate.

“We created a pilot program that is easy to replicate so, assuming we’re successful, other stores can implement a similar program with little planning,” said Shari Jackson, director of film recycling at the American Chemistry Council. “We’re exploring ways to increase participation rates, as well as the types and amounts of plastic film collected. We aim to keep building on the 11 percent increase in film recycling that was achieved nationally in 2013.”

Wisconsin WRAP is an innovative public-private partnership that promotes recycling of plastic film beyond bags. The partnership is comprised of the American Chemistry Council’s [Flexible Film Recycling Group \(FFRG\)](#), the Wisconsin Department of Natural Resources, and GreenBlue’s Sustainable Packaging Coalition (SPC). FFRG supports SPC’s “[store drop-off](#)” label for plastic film packaging, which helps consumers recycle their products the right way with clear and simple on-package instructions.

-- more --



MILWAUKEE PILOT PROGRAM LOOKS TO BOOST RECYCLING OF PLASTIC BAGS, WRAPS

May 5, 2015

Page 2

FFRG is a self-funded working group of the ACC, whose members represent the entire polyethylene (PE) film value chain. Its mission is to facilitate unprecedented growth in the recovery of flexible wraps and bags by providing essential resources and engaging stakeholders. Resources to assist retailers, consumers, and others interested in film recycling can be found at 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 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.

