

Where are resources to support recycling?

- **Communicate with your communities**
 - Waste/recycling hauler
 - Solid waste district
- **Retail collection programs**
 - Bulbs
 - Paint
 - Electronics
- **‘Clearing house’ webpages such as www.earth911.com**
- **Manufacturer/industry websites**



WRAP RECYCLING ACTION PROGRAM

Overview

WHAT IS PLASTIC FILM?

Flexible HDPE and LDPE

- Grocery, produce, retail bags
- Newspaper sleeves
- Dry cleaning bags
- Case and product overwraps
- Air pillows, bubble wrap, shipping envelopes
- Stretch and pallet wrap



BIGGEST RECOVERY CHALLENGES



- Most people don't know...
 - Plastic bags and film can be recycled
 - Generally not in curbside recycling
- Limited access for commercial film collection

FILMS DON'T BELONG IN RECYCLING BINS

Films clog the recycling sorting facility



PUBLIC EDUCATION & OUTREACH INITIATIVE

GOAL: Double film recycling by 2020 to 2 billion pounds



Provide resources and best practices
Expanding network of stakeholders



Principal Tactics and Strategies:

Common suite of
tools

Educate on what,
how & why

Measure impact &
improve results

Share & expand
best practices

TOOLS & TACTICS TO INCREASE FILM RECYCLING & REDUCE CONTAMINATION



Free resources at:

bag
plasticfilmrecycling.org
wrap



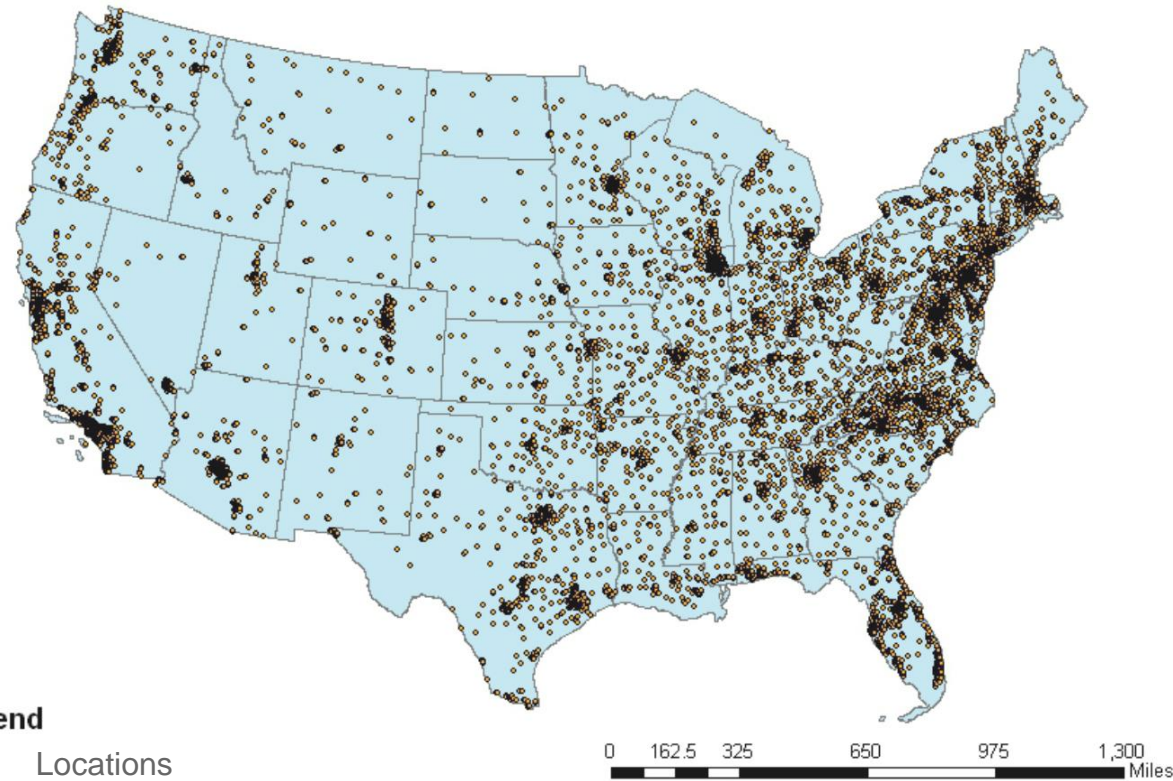
PUBLIC OUTREACH CAMPAIGNS

US RETAIL DROP-OFF LOCATIONS

Over 18,000 = 90% recycling access



bag
plasticfilmrecycling.org
wrap



WRAP CHAMPIONS & PARTNERS

WRAP Champions - share information on film recycling and WRAP tools (e.g., posters, directories, tip sheets, etc.)

WRAP Partners - engage in projects and campaigns promoting film recycling and providing data.



HOW DO I GET INVOLVED? BECOME A WRAP CHAMPION!

- ✓ Download and use free WRAP communications materials.
- ✓ Verify information in the drop-off directory is accurate.
- ✓ Join a WRAP campaign!

On Package Recycling Information

Provides consumers information to recycle properly

