

## **Pressure Sensitive Adhesives**

Paper is the largest part of most municipal recycling programs on a weight basis. The financial value of the paper is determined, in part, by minimizing contamination in the loads. According to a survey of Wisconsin paper recycling mills by Council member John Piotrowski, the greatest concern of the mills for contamination is the presence of Pressure Sensitive Adhesives (PSAs) that are not compatible with the recycling of paper. Found on a broad range of labels, one paper mills executive estimates that they cost the paper recycling industry over \$2 billion a year in lost materials and production.

Building upon the successful work of the US Postal Service to develop a standard for a recycling compatible PSA, the Council on Recycling worked with industry officials and the US Forest Products Laboratory to develop both a resolution to encourage the use of recycling compatible pressure sensitive adhesives as well as to modify USPS standards to fit a broader range of use of PSAs.