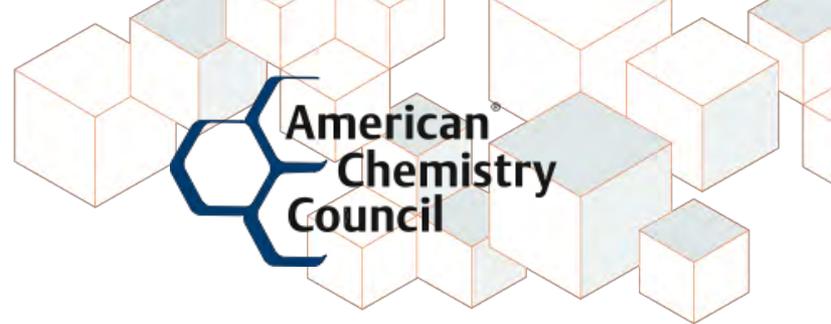


May 20, 2014



Wisconsin WRAP Webinar

A decorative graphic of several 3D cubes in white and light blue, some with orange outlines, arranged in a cluster at the bottom left of the slide.

Shari Jackson,
ACC Flexible Film Recycling
Group

Tonya Randell,
Moore Recycling
Associates

The Wrap Recycling Action Program (WRAP) is a new public awareness campaign designed to empower motivated stakeholders to contribute to a common goal: to make plastic film packaging a commonly recycled material with a strong and ever-growing recycling rate.



WRAP was created by The Flexible Film Recycling Group (FFRG) in partnership with the Sustainable Packaging Coalition and the Wisconsin Department of Natural Resources.



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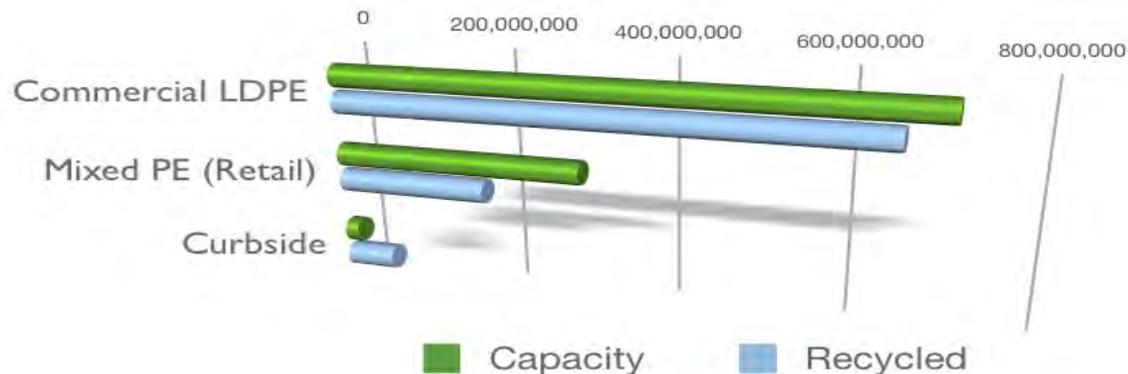
Flexible Film Recycling Group

- FFRG is a self-funded group within ACC's Plastics Division.
 - Engage key stakeholders in increasing film recycling.
 - Supply educational tools and resources for consumers and businesses.
 - Establish and help implement film recycling programs for communities and businesses.
- 

Why WRAP?

- Film packaging is abundant and growing, but needs effective end of life options.
- Film packaging: reduces material use and weight, maintains freshness, reduces breakage and transportation costs through light weighting, is economical, and reduces waste.
- There is steady growth in film recycling, but much more can be done.
- Industry is looking for more material*
*excluding curbside

2012 U.S. & Canada Capacity (pounds)

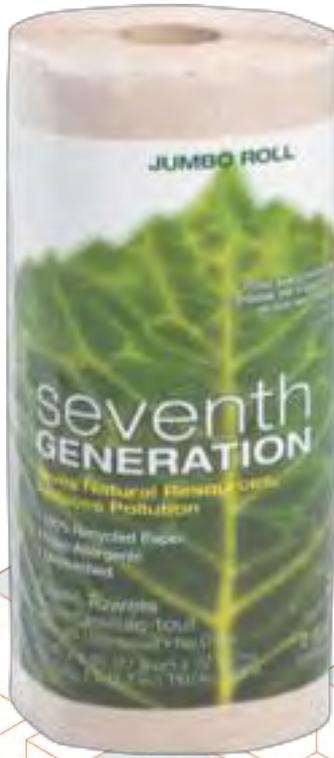


Source: Moore Recycling Associates

Note: Recycled totals include exported film. Capacity totals are conservative estimates and do not represent the demand for PCR from potential end users (e.g., brand companies). Conversely, capacity totals do not represent the current demand for current reclaimers' end products.

What is Recyclable Plastic Film?

Soft, flexible plastic typically used in many grocery, bread, zip-top, dry cleaning bags and product overwraps



Retail and Local Drop-off Collection Key in Film Recovery

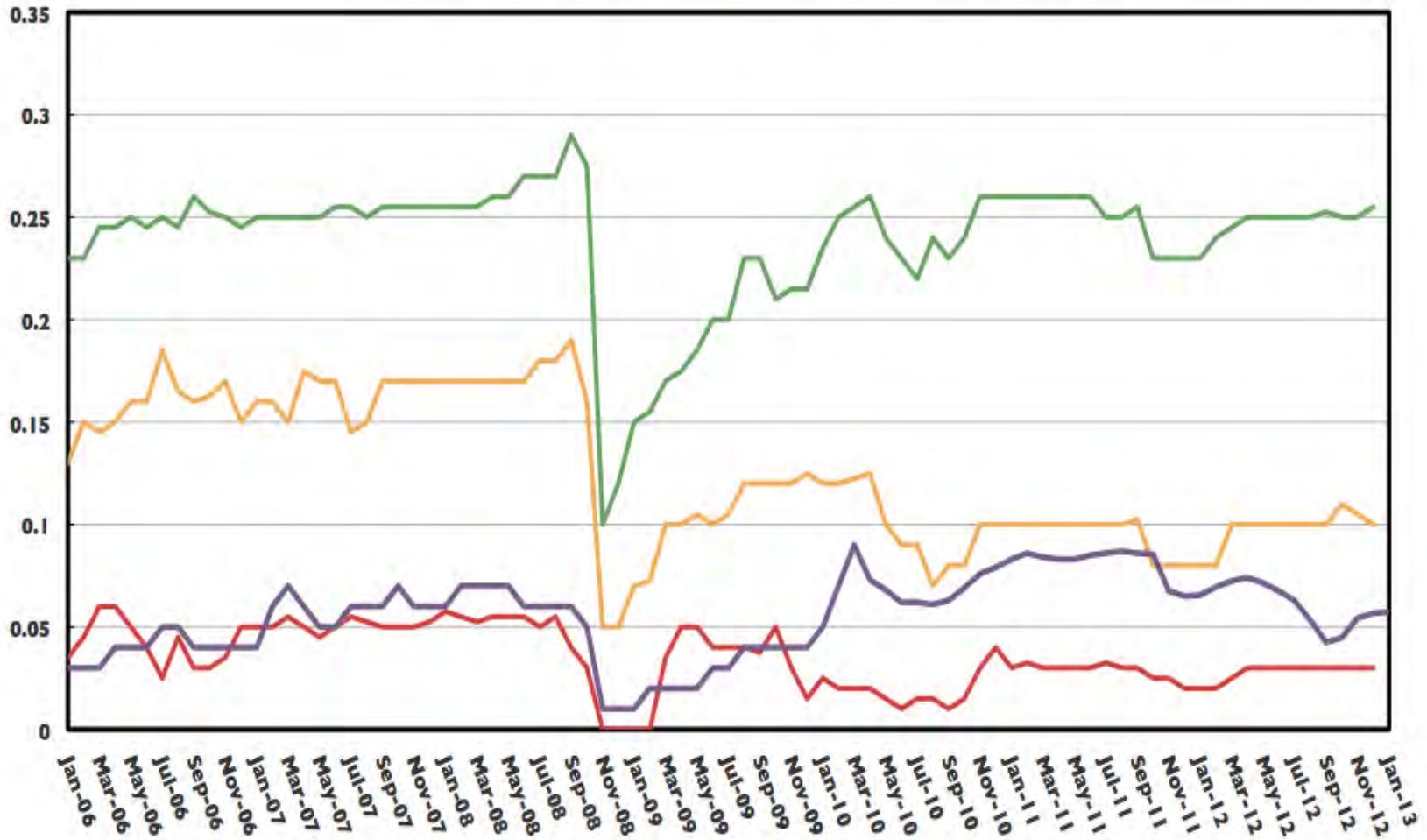
Why Collection Infrastructure Matters

- The right infrastructure for bags and film means higher quality material for end use markets.
- **Curbside collection of film yields low value material at a high cost to the overall system.**
- Most film is generated by businesses so best to use existing network to capture postconsumer film (bags, product wraps) –at the highest value for the lowest cost in collection.
- At-store collection is critical for flexible film packaging and product wraps.
- Therefore, WRAP encourages collection via retail locations and efficient co-collection of residential and commercial film through local drop-off programs.



Scrap Plastic Bale Price History

Commercial Clear Film Mixed Film Curbside Film OCC



WRAP Objectives

Engage Motivated Stakeholders:

- To educate consumers and businesses in your area.
- Improve infrastructure and opportunities to recycle.
- Then, empower local participants to increase recycling rates of plastic film packaging.



Starting Point: 2013 Infrastructure Map

*Drop Off Locations

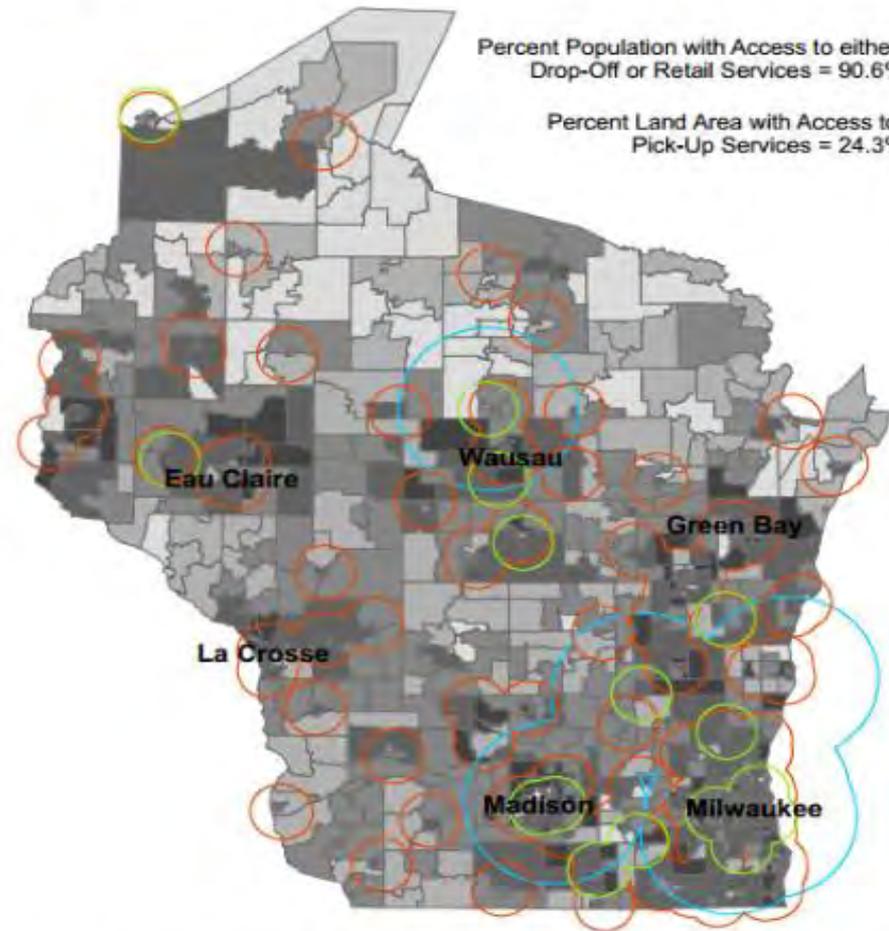
*Retail Locations

*Commercial Pick Up
Service

Wisconsin Population and Recycling Access

Percent Population with Access to either
Drop-Off or Retail Services = 90.6%

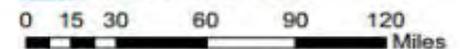
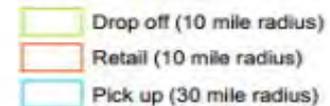
Percent Land Area with Access to
Pick-Up Services = 24.3%



Total Population by Census Tract



Access Areas



Become a WRAP Champion!

What's New



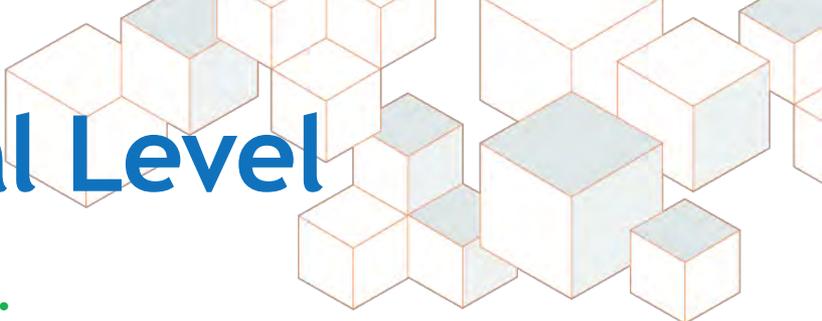
Sign up to Join WI WRAP!

Responsible Units and community groups are invited to join this ambitious new initiative to keep plastic wrap out of landfills and recycle it instead. Be recognized as a WRAP Champion by doing simple steps like spreading the word or updating drop off location information. [SIGN UP OR LOG IN HERE.](#)

Visit www.plasticfilmrecycling.org/Wisconsin to sign up.
Check the projects you want to do in your community.
Request posters for retail and non-retail drop off locations.

In return, we ask that you provide information about locations with posters in place and share news about your activity.

WRAP at the Local Level



Choose from these easy steps to participate:

- Check out your local listings of recycling locations in the Drop-Off Directory on [Plasticfilmrecycling.org](https://www.plasticfilmrecycling.org).
 - Check your local listings of recycling service providers in the Recycler Directory.
 - Send out a press release and/or use social media to announce your community's efforts.
 - Add a link to [Plasticfilmrecycling.org](https://www.plasticfilmrecycling.org) to your website.
 - Instruct residents and businesses on what and how to recycle plastic film packaging through resources on your website and/or information in mailers or newsletters.
 - Encourage new film collection programs by sharing tip sheets, directories, and posters- all found on [Plasticfilmrecycling.org/tips](https://www.plasticfilmrecycling.org/tips).
 - Share photos or stories of film recycling in your community.
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