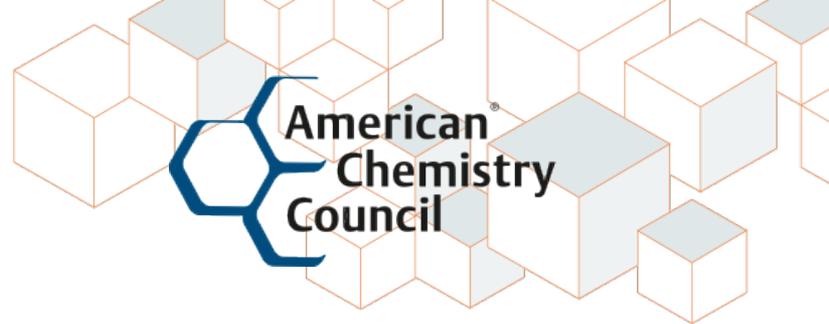


May 20, 2014

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# Wisconsin WRAP Overview

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ACC Flexible Film Recycling  
Group

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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.



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE®



**Flexible Film  
Recycling Group**



# Statewide WRAP Sponsors



**Bemis**<sup>®</sup>

**Trex**<sup>®</sup>

**Ziploc**<sup>®</sup>  
BRAND



# Flexible Film Recycling Group

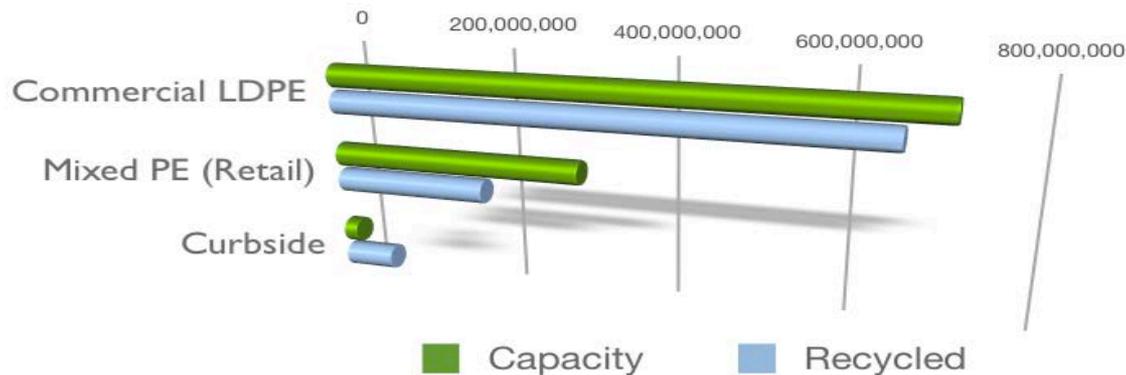
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- FFRG is a self-funded group within ACC's Plastics Division.
  - Engage key stakeholders in increasing film recycling.
  - Supply educational tools and resources for consumers and businesses.
  - Establish and help implement film recycling programs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

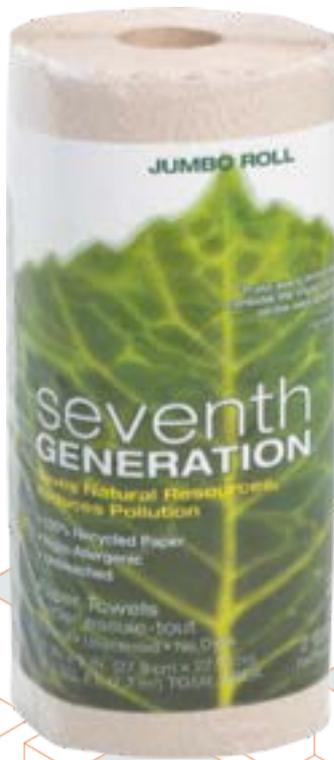


**Source: Moore Recycling Associates**

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

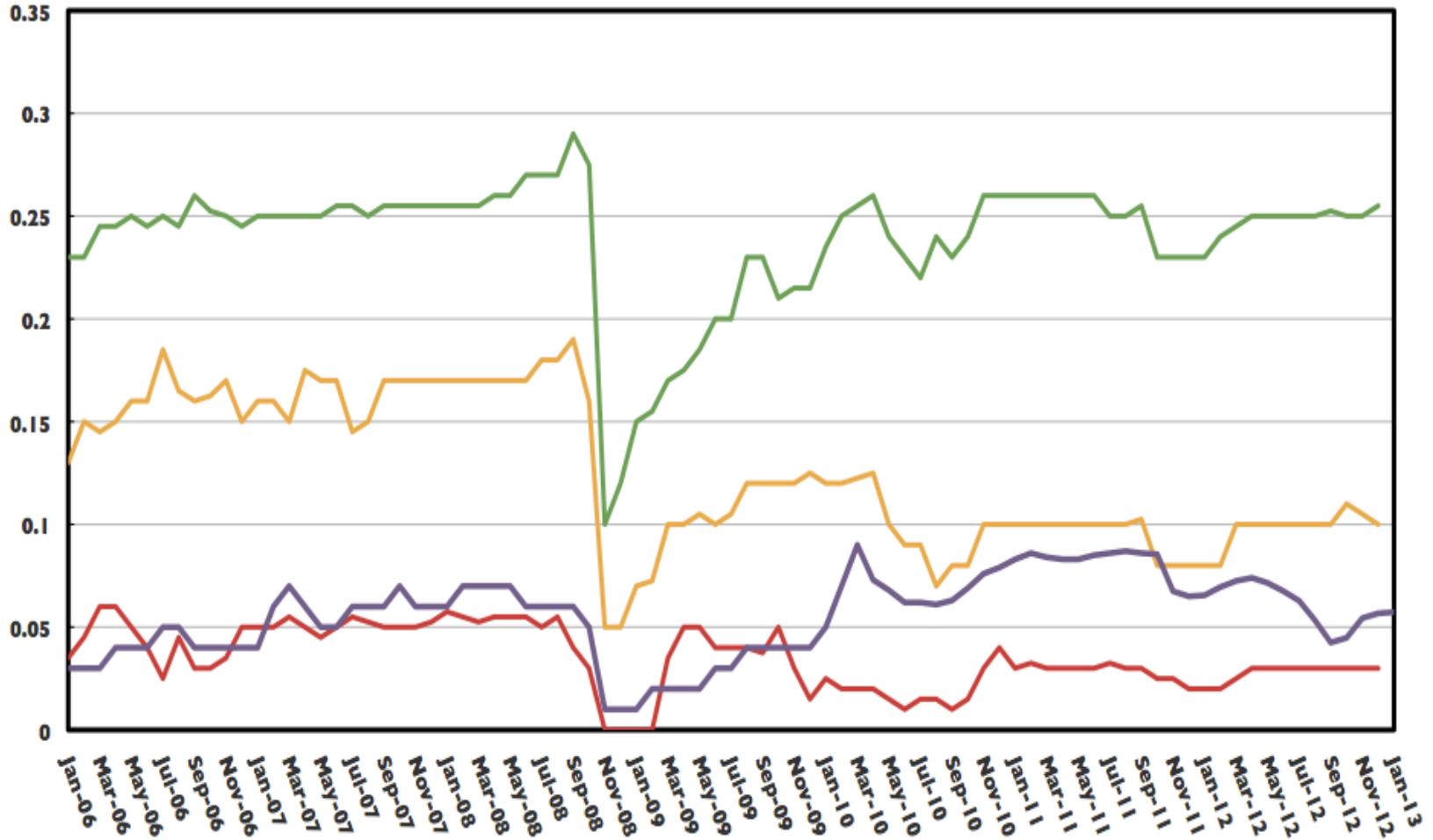
## Why Collection Infrastructure Matters

- 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.
- Make it easy for local participants to do- consumers, and non-residential facilities and businesses.



# Starting Point: 2013 Infrastructure Map

\*Drop Off Locations

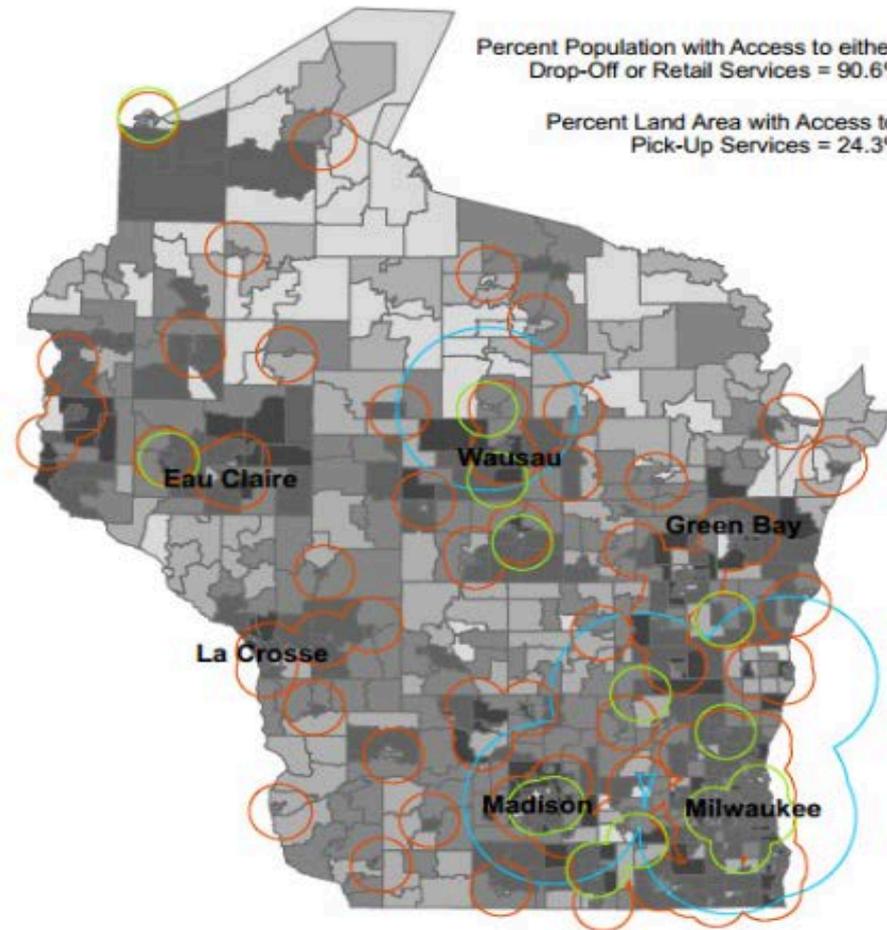
\*Retail Locations

\*Commercial Pick Up  
Service

## Wisconsin Population and Recycling Access

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

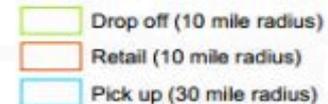
Percent Land Area with Access to  
Pick-Up Services = 24.3%



### 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](http://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](http://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](http://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](http://Plasticfilmrecycling.org/tips).
  - Share photos or stories of film recycling in your community.
  
  - All sites accessible through DNR Webpage  
<http://dnr.wi.gov/topic/recycling/bags.html>
- 