



# Plastic Film Recycling for Responsible Units (RUs)



## Plastic film recycling in Wisconsin

The plastic film recycling industry is growing and manufacturers are seeking clean, dry plastic bags and wrap to make new products, including lightweight packaging, composite lumber and playground equipment. Film recycling recovers valuable material, spurs economic activity, prevents litter and promotes new jobs.

## The role of Responsible Units (RUs) and local governments

Local government RUs can encourage consumers and businesses to use **drop-off collection points** for recycling their plastic film, bags and wrap, separate from other household or business recyclables. Local governments can also encourage local businesses and retailers that accumulate a large amount of plastic film to contract with a hauler and register as community drop-off sites. Promoting drop-off collection at local stores and other sites benefits the local community in a number of ways.

### Benefits for the community

#### It extends landfill lifespan.

Plastic film recycling keeps bags and wrap out of local landfills.

#### It collects material for profit.

Recyclable plastic film is in high demand. Drop-off collection ensures that buyers can find clean, dry material in each community.

#### It reduces windblown litter.

Plastic film delivered to a drop-off is less likely to blow away as litter.

#### It answers resident concerns.

Many people know plastic film is recyclable but are unsure about how they can help. Promotion gives residents the information they seek.



RUs and local governments can encourage local retailers to register as drop-off collection points and post WRAP signage at drop-off containers.



Drop-off collection keeps plastic film material clean and valuable to manufacturers.

## Getting involved is easy

RUs and local governments can promote plastic film recycling simply by spreading word about drop-off collection to local consumers and businesses. Free information and promotional materials are available by searching "plastic film" at [dnr.wi.gov](http://dnr.wi.gov).

## The Wrap Recycling Action Project (WRAP)

RUs can also join WRAP, a voluntary education program aimed at increasing plastic film recycling rates. WRAP provides free tips and tools for educating consumers and businesses about where and how to recycle plastic bags and film. RUs can sign up with a WRAP profile at [www.plasticfilmrecycling.org/WRAP](http://www.plasticfilmrecycling.org/WRAP) and participate at one of two levels.

**WRAP Champions** are asked to complete **two** of the following tasks:



- Review local listings in the online Drop-off Directory for accuracy and/or omissions.
- Include a link to [www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org) on their local website.
- Use the free digital badge on their website to instruct residents not to put film in curbside bins.
- Encourage drop-off sites to post WRAP signs and to collect all kinds of recyclable plastic film.
- Encourage local haulers, bailers or buyers of plastic film to list in the Film Recycler Directory.
- Provide information to residents/businesses via newsletters, mailers, emails, blogs or online.

**WRAP Partners** complete several of these tasks and participate in larger outreach campaigns or data collection efforts.

