

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



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. Join other communities and organizations that are leading the charge to share information about the opportunities to recycle plastic film beyond bags.

Want To Get Involved?

Become a WRAP Community Champion!

1. Please visit plasticfilmrecycling.org/Wisconsin to sign up.
2. Request posters for retail or non-retail drop-off locations (see reverse side for posters).
3. In return, we ask you to list locations with posters in place and to share any news about film recycling in your area.
4. If you are interested in doing more such as gathering data on recovery before and after posters please contact us. A limited number of bins are available (thanks to Trex Company) for communities that have Roundy's stores (Pick 'n Save, Copps, Rainbow and Metro Market) in the area.

Note: you are encouraged but not required to complete all actions below to become a WRAP Community Champion.

WRAP COMMUNITY CHAMPION!

- Check your local listings of recycling locations in PlasticFilmRecycling.org's Drop-Off Directory. Send out a press release or use social media to announce your community's efforts.
- Instruct your residents on what and how to recycle plastic film packaging by listing resources on your web site and/or adding information to mailers or newsletters.
- Check your local listings of recyclers in PlasticFilmRecycling.org's Recycler Directory. Encourage new film collection programs by sharing tip sheets, directories, and signage—all found at www.plasticfilmrecycling.org/tips.
- Share photos or stories of film recycling in your community.
- Add a link to www.plasticfilmrecycling.org to your website.

Benefits: Reduce plastic waste and increase public understanding and involvement to expand plastic recycling. Be recognized for your efforts and inspire other communities to get involved!

Questions? Contact: Tonya@plasticfilmrecycling.org

Why Is Film Packaging So Abundant?

Film provides dramatic light-weighting, which saves on fuel costs and emissions.

Why Isn't More Recycled?

Every household and business has plastic film packaging (e.g., paper towel overwrap).

- * Most consumers are unaware they can recycle plastic film—in addition to bags—through participating store drop-off programs.
 - There is no shortage of opportunities with nearly 18,000 film drop off locations in the United States.
 - Access is not the issue; it is mostly lack of awareness about the many types of film packaging that can be recycled.
- * Many small to midsize businesses struggle to find efficient collection and consolidation options.
 - There is a growing list of local recycling service providers in the Film Recycler Directory on plasticfilmrecycling.org
 - Demand is strong for scrap film provided it's kept clean and dry, as is often the case in retail collection programs.



We need consistent messages from retailers and local recycling coordinators about what and where to recycle plastic film packaging.

Please become a WRAP Champion and help get the word out!