

# Advancing Plastic Film Recycling in the U.S.

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# The Crisis of Plastic Film Waste

3,000,000,000+ pounds  
of recoverable residential plastic  
film is generated each year  
in the U.S.



**It's not just grocery bags.**



Despite 18,000+ retail stores  
collecting film for recycling...

...only about 4% of film is  
recycled.

Which means 96% of recoverable residential plastic film is sent to landfill.

Change is needed.

SC Johnson  
is leading efforts to support a  
circular vision for plastic film



# SCJ-Sponsored Film Pilot Programs

Community	Bradley Beach, NJ	Points Roberts, WA	Loch Arbour, NJ
Program Launch	Nov, 2019	Jan, 2020	Mar, 2020
Collection Method	Curbside film-dedicated bin	Bag in bag integrated into paper & cardboard bin	Curbside film-dedicated bin
Collection Frequency	Monthly coordinated with recycling pick-up	Every other week	Monthly coordinated with recycling pick-up
Film diverted from landfill	4,200 pounds in 10 months	1,300 pounds in 6 months	TBD





# Materials Recovery for the Future

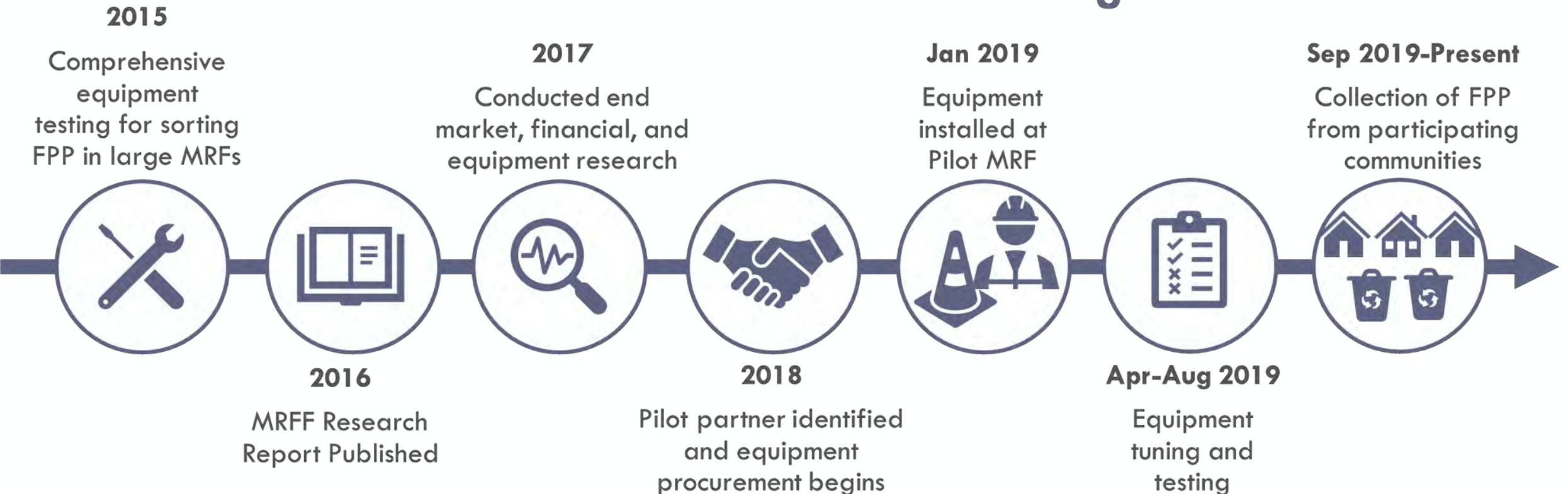
## SHARED VISION

“ Flexible packaging is recycled curbside, and the recovery community captures value from it. ”



## FIVE YEARS IN THE MAKING

# MRFF conducted extensive research on scalable solutions culminating in MRF Pilot



# 2019 PILOT: COMMUNITY COLLECTION PROGRAM

## FIRST OF ITS KIND

Borough chosen to pilot flexible plastic recycling



The pilot program to recycle flexible plastics from Pottstown will run at J.P. Moore & Sons' new materials recycling facility in 2019.

**By Ellen Oswald**  
 POTTSTOWN — It's a brand-new, state-of-the-art recycling facility in Pottstown that will be the first of its kind in the region. The new plant, owned and operated by J.P. Moore & Sons, will be the first in the region to accept flexible plastics, including items like dog bags, pet food bags, snack pouches, bubble wrap, and more.

For years, most of these kinds of flexible plastics have been unrecyclable. As a result, it ends up in landfills or, even worse, the ocean and the backyards of the residents who live there.

But a new recycling option is available here, and it's all thanks to a partnership between J.P. Moore & Sons and the city of Pottstown. The new plant, located at the intersection of Routes 100 and 132, will be the first in the region to accept flexible plastics, including items like dog bags, pet food bags, snack pouches, bubble wrap, and more.

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"We think there's an end user. This is a resource and it shouldn't just be thrown away."

— Frank DeB, Director of Public Works

That's because Pottstown was chosen by J.P. Moore & Sons as the pilot for the new program. The plant is a brand-new, state-of-the-art recycling facility in Pottstown that will be the first in the region to accept flexible plastics, including items like dog bags, pet food bags, snack pouches, bubble wrap, and more.

J.P. Moore & Sons has spent \$10 million on equipment to help sort all types of recyclables at its new Eastern Township facility.

Over 56,000 households invited to participate

Residents invited to add loose packages to curbside recycling to test actual post-consumer material

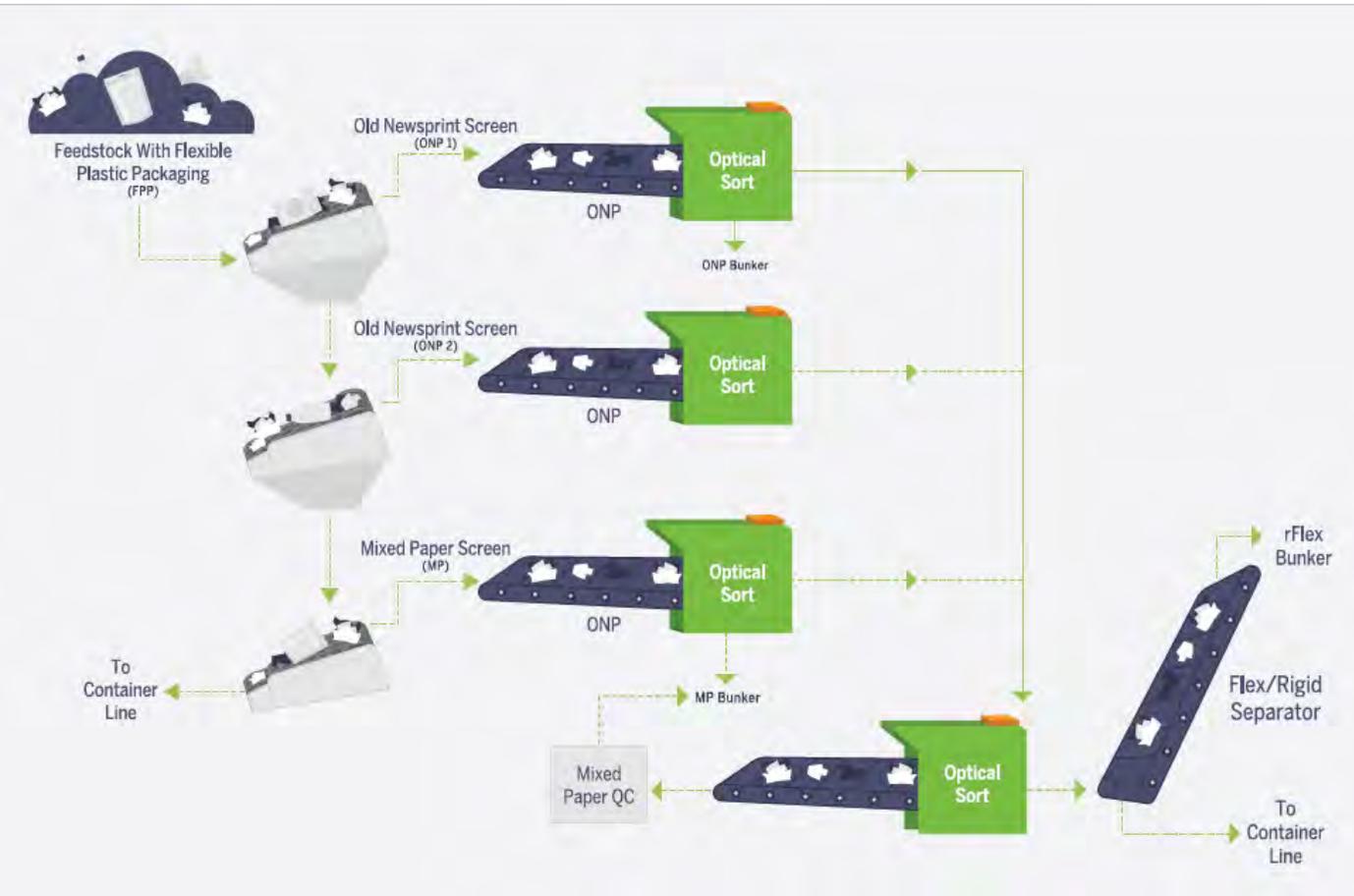
**✓ YES! We Can Take That Now!**

These items can now be recycled. Put them in your recycling cart.

Flexible packaging from these products can now be recycled. Use the list as a guide and stop throwing away what now can be recycled. All these packaging types can be placed in your recycling carts for recycling.

 PET FOOD BAGS	 FOOD STORAGE BAGS	 BABY FOOD POUCHES	 CEREAL BAGS
 DETERGENT POUCHES	 BREAD BAGS	 PAPER TOWEL OVERWRAP	 CASE WRAP
 SHOPPING BAGS	 FOOD POUCHES	 DIAPER WRAP PACKAGING (NO DIAPERS NOW OR USED)	 SALAD BAGS
 SNACK FOOD POUCHES	 WIPES POUCHES	 BUBBLE WRAP	 MEAT & CHEESE BAGS
 PET TREAT POUCHES	 AIR PILLOWS	 CHIP BAGS	 DRINK POUCHES

# ABOUT THE TOTALRECYCLE MRF



- Located in Birdsboro, PA
- Owned by J.P. Mascaro & Sons, which has hauling contracts with 90 municipalities in 9 counties
- Upgrades to MRF included adding 3 optical sorters on fiber lines to extract FPP from paper
- FPP is delivered to rFlex bale
- System has capacity to produce 3,100 tons of rFlex annually
- First year results detailed in MRFF Research Report issued in May, 2020 available to download at:

[www.materialsrecoveryforthefuture.com](http://www.materialsrecoveryforthefuture.com)

# Developing End-Markets for Film



**PLASTICS**  
RECYCLING UPDATE  
A Resource Recycling, Inc. publication

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## Study finds benefits to using recycled film in asphalt

Posted on July 6, 2020

by [Jared Paben](#)



*Based on the lab-scale research, the Plastics Industry Association is now working with several companies to use a recycled-PE binder in asphalt on privately funded roadways and parking lots. | Marcel Derweduwen/Shutterstock*

Research shows post-consumer PE film could improve the stiffness and resistance of polymer-modified asphalt at less cost than the co-polymers that are typically used.

The Plastics Industry Association conducted its [New End Market Opportunities \(NEMO\) for Film Asphalt Project](#) with assistance from the National Center for Asphalt Technology (NCAT) and the Western Research Institute. The final report, [released June 17](#), shows that recycled PE film can be a cheaper alternative to the styrene-butadiene-styrene block copolymer (SBS), a thermoplastic elastomer that's

# Change is possible.

## Help us support a circular economy for film.



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