

WI Council on Recycling

Rigid and Film Plastic Update

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ICI Rigids Study

Study Proposal:

- Tasked with finding potential material and markets for more ICI rigid collection.
- Emphasis on materials that can improve/compel more residential collection

To Date:

- Contact sample set of manufacturers about rigid waste.
- Contact transfer stations (in high industry areas) to find out if they know how much and/or type of plastic waste.
- Compile waste audit data from universities and hospitals across the country to determine an estimate of potential material in institutions.
- Interview ag plastic recycling experts

Preliminary Conclusions

- Rigid plastics in ag are more readily recyclable if generated in a processing facility but on the farm generated material is limited by programs that consolidate material cost effectively for market
- Institutional is a small part ($\sim < 5\%$) for rigids— recommend doing an audit to verify, as university plastic is typically readily recyclable.
- Conversely, majority is generated in industrial and commercial sectors. Initial industry contacts believe material that isn't already captured is hard to recycle (mixed resin or mixed materials)

2009 Waste Characterization Study

Still some potential for easy materials

Total for PET and HDPE bottles:

17,800 tons

But there is tremendous potential for hard to recycle materials

“Other Rigid Plastic Packaging,”

“Other Plastic,” and

“Composite/Other Plastic”:

167,00 tons

10 PET Beverage Bottles	9,302	0.4%	0.4%	0.5%
11 PET Non-Bev. Bottles/Jars	2,093	0.1%	0.1%	0.1%
12 HDPE Natural Bottles	2,903	0.1%	0.1%	0.2%
13 HDPE Colored Bottles	3,501	0.2%	0.1%	0.2%
14 Other Plastic #3 - #7 Bottles	1,661	0.1%	0.0%	0.1%
15 Food Polystyrene Foam	10,406	0.5%	0.2%	0.8%
16 Other Polystyrene Foam	9,676	0.5%	0.1%	0.8%
17 Other Rigid Plastic Pkg.	43,264	2.1%	0.7%	3.4%
18 Plastic Shopping Bags - film	4,313	0.2%	0.1%	0.3%
19 Plastic Industrial Film Pkg.	42,420	2.0%	0.9%	3.1%
20 Agricultural Plastic Film	8,662	0.4%	0.0%	0.8%
21 Other Plastic Film	111,221	5.3%	3.6%	6.9%
22 Other Plastic	40,462	1.9%	1.3%	2.5%
23 Composite/Other Plastic:	83,914	4.0%	2.3%	5.7%
Subtotal Plastic	373,798	17.7%	14.7%	20.7%

Next Steps

- Continue contacts with manufacturers and markets; including bottles/containers generated on the job.
- Tease out what part of the ICI data is multi-family tonnage and what are the materials— these will be similar to residential collection materials.

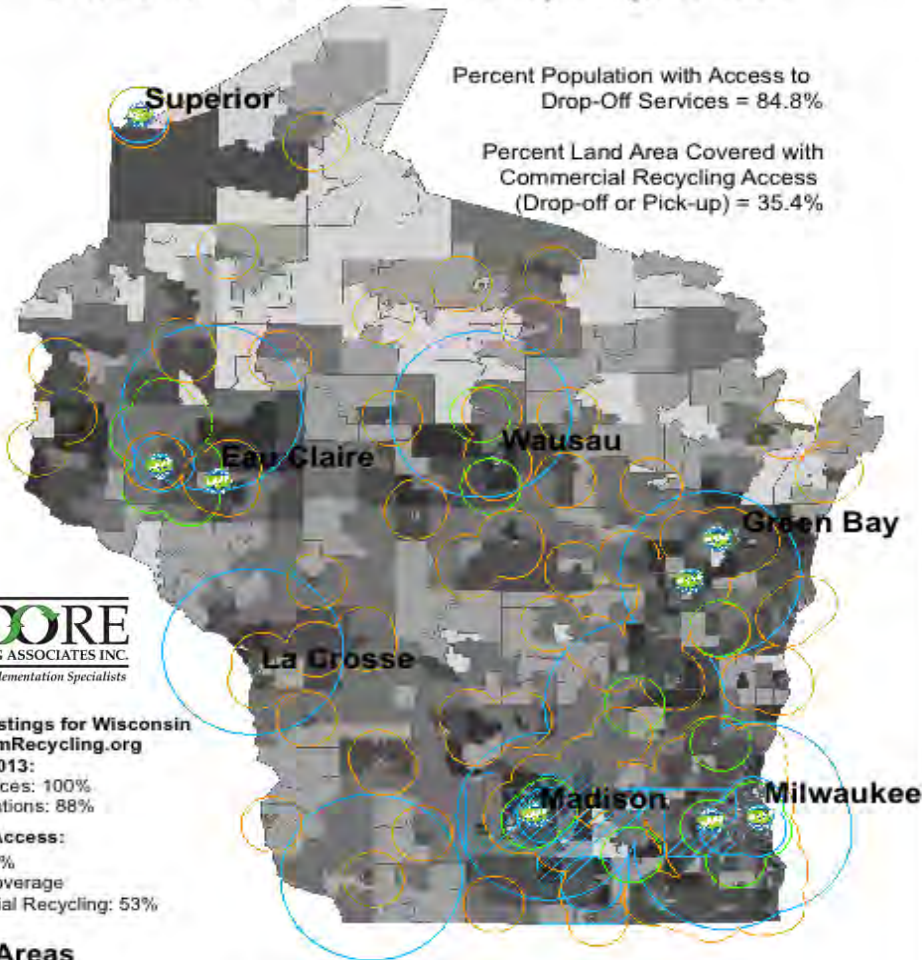
Final Report

- Illustrate landscape of rigid generation, consolidation opportunities and markets.
- Show the major generators and what they generate.
- Map natural consolidation points of similar materials.
- Provide information to include new residential collection opportunities if and when new markets emerge.
- Expected report by late March 2015.

Wisconsin Plastic Film Recycling Access

Percent Population with Access to Drop-Off Services = 84.8%

Percent Land Area Covered with Commercial Recycling Access (Drop-off or Pick-up) = 35.4%



Increase in listings for Wisconsin on PlasticFilmRecycling.org since June 2013:
 Pick-up Services: 100%
 Drop-off Locations: 88%

Increase in Access:
 Population: 3%
 Land Area Coverage for Commercial Recycling: 53%

Access Areas

- WRAP Champion Communities (8 locations)
- Retail drop-off: 10 mile radius (352 locations)
- Non-retail drop-off: 10 mile radius (24 locations)
- Commercial drop-off: 10 mile radius (8 locations)
- Commercial pick-up: 15-30 mile radius (15 locations)
- Distributor with Recycling Coverage

Total Population by Census Tract

	0 - 2275		4807 - 6465
	2276 - 3525		6466 - 9874
	3526 - 4806		



Film Update

Film- Milwaukee

- Consumer education campaign in Milwaukee area with Roundy's stores
- Pre-campaign bale audits starting now
- New bins and signage in campaign phase
- Consumer surveys to determine changes in knowledge
- Post-campaign bale audits to see change in material/quantity collected

Film-Outagamie

- Initial approval to work with Festival Foods and Outagamie (BOW) MRF for second consumer education campaign.
- This will provide information to consumers through stores and county outreach.
- Additionally, will track changes to residual at MRF to see if campaign impacts the amount of film material coming through facility.
- Hope to start pre-campaign bale audits soon!

Film-Vocational Centers

- Thanks to work by Amanda Haffele from Dunn County, we have 2 vocational centers (Indianhead Enterprises and REACH) on board to collect material.
- Next step is to bring in Rehabilitation for Wisconsin members (55 total) to provide more commercial access around the state.



Thank You!

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