

**Adam Gendell**

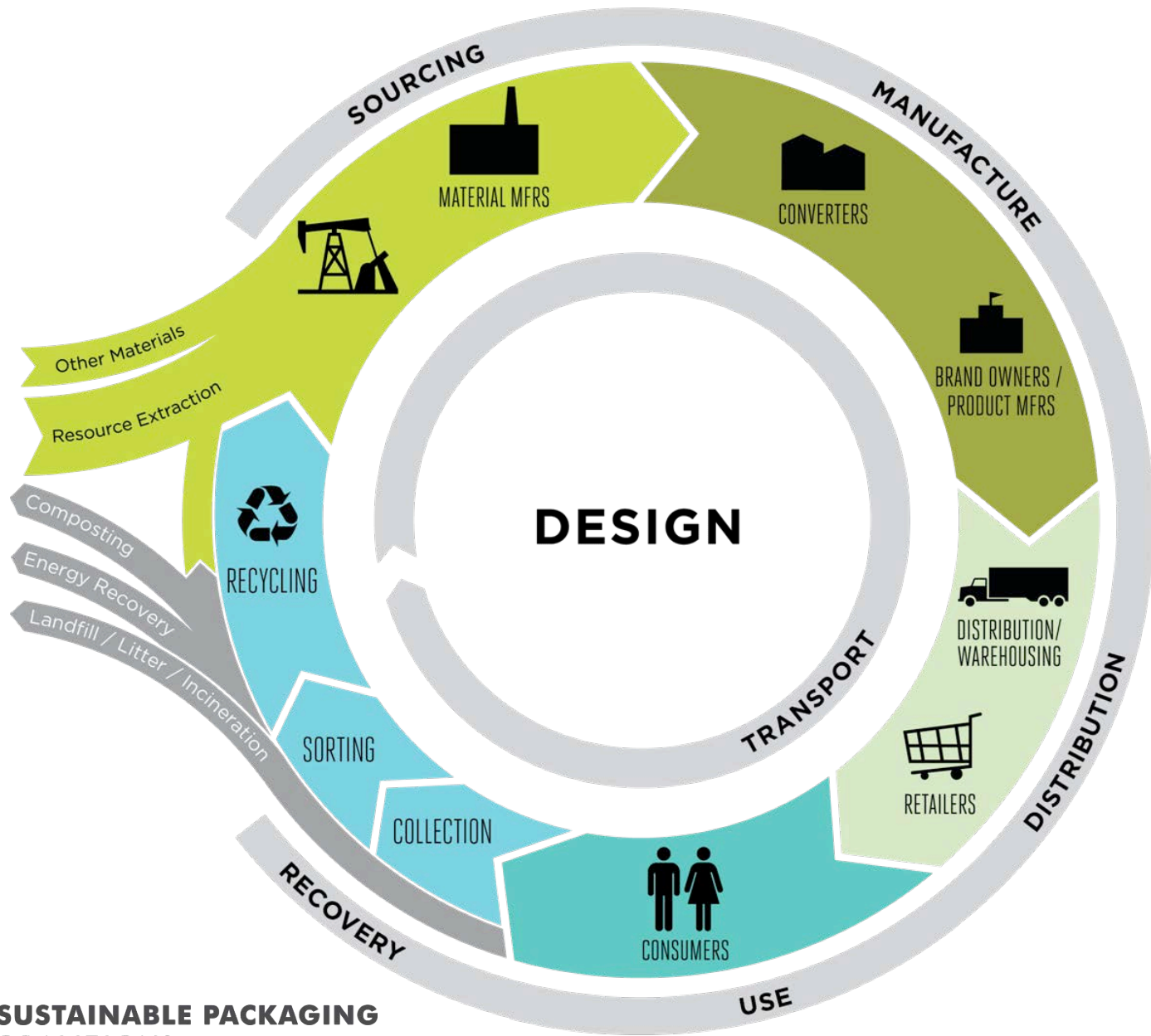
SENIOR MANAGER, SUSTAINABLE PACKAGING COALITION

# DESIGN FOR RECYCLING: WHAT INDUSTRY IS DOING (AND WHY THEY'RE DOING IT)

---

CRA 26<sup>th</sup> Annual Conference | March 23, 2015 | Wilmington, NC





**SUSTAINABLE PACKAGING COALITION®**

A PROJECT OF GREENBLUE™

## PART 260– GUIDES FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS

Sec. 260.1	Purpose, Scope, and Structure of the Guides.
260.2	Interpretation and Substantiation of Environmental Marketing Claims.
260.3	General Principles.
260.4	General Environmental Benefit Claims.
260.5	Carbon Offsets.
260.6	Certifications and Seals of Approval.
260.7	Compostable Claims.
260.8	Degradable Claims.
260.9	Free-Of Claims.
260.10	Non-Toxic Claims.
260.11	Ozone-Safe and Ozone-Friendly Claims.
260.12	Recyclable Claims.
260.13	Recycled Content Claims.
260.14	Refillable Claims.
260.15	Renewable Energy Claims.



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE™

# The FTC and recyclability

---

...only when recycling facilities are available to a *substantial majority* of consumers or communities where a product is sold



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE™

Final Report  
Rev. 02

2008 ABA Community Survey

American Beverage Association



United States Map of All Drop-Off Facilities



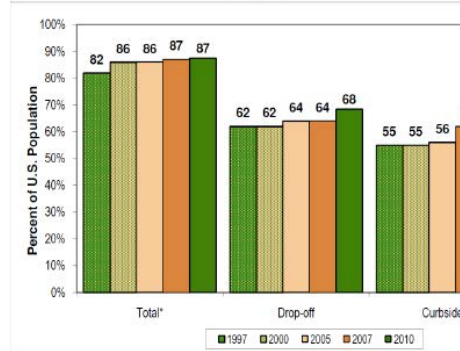
presented in this report, the results by population are most useful for trend analysis and comparison with other data sources.

#### Results Summary

The methodology used for the 2010 Survey is consistent with the methodology used in previous survey years, which means that data from successive surveys can be compared in order to identify trends. The only notable change to the 2010 Survey was to broaden the category definition for paper bags to include all paper bags – in prior year surveys, the paper bag category was defined to only be for brown kraft bags.

**High Level of Paper/Paperboard Recycling Program Access:** Whether measured by percentage of population or by the number of communities with access, the 2010 Survey suggests that overall access to paper/paperboard collection through community-sponsored curbside and drop-off recycling programs has leveled off and access is not growing as much as it had in the past. Figure 1 shows this trend.

Figure 1  
1997-2010 Results: Percentage of Population with Access to Paper/paperboard Collection



\* Note that the total population with access is NOT equal to the sum of curbside and drop-off population with access, since many communities provide access through both curbside and drop-off collection.



## Plastic Recycling Collection National Reach Study:

### 2012 Update

Technical Review by Scott Mouw and Rick Penner

May 2013; This version includes data from New York City

September



SUSTAIN  
COALITION

A PROJECT OF GREENBLUE\*

# The FTC's stance on recyclability

(d) If any component significantly limits the ability to recycle the item, any recyclable claim would be deceptive. An item that is made from recyclable material, but, because of its shape,...

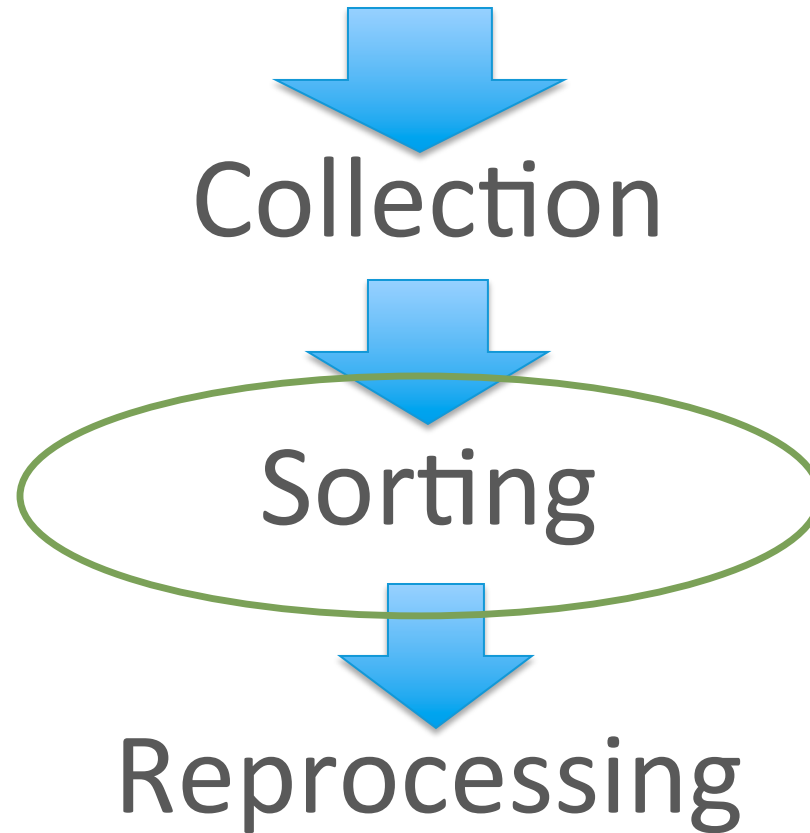


**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE™

# Going the Distance on Design

---



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE™

# MRF MATERIAL FLOW STUDY

FINAL REPORT | JULY 2015

COMMISSIONED BY



## METHODOLOGY

1 Materials added to standard incoming recyclables

2 Sorters trained to sort new materials, but left to flow naturally



### PAPER MATERIALS ADDED

- Gable-top and aseptic cartons
- Beverage cups (hot & cold)
- Ice cream containers
- Clamshells
- Trays

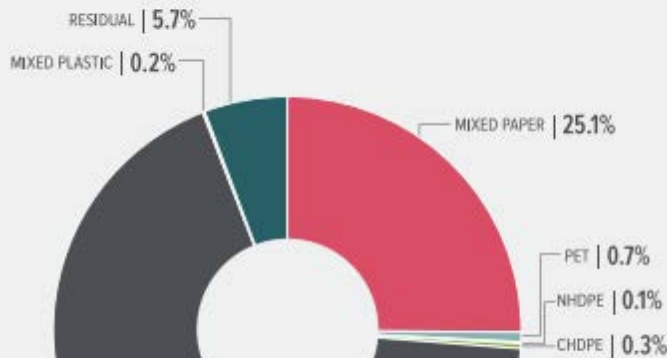
### PLASTIC MATERIALS ADDED

- Bottles & Jars
- Small/Large plastic containers
- Small/Large plastic lids
- Clamshells/Domes/Trays
- Beverage Cups



4 Samples from random bales of paper residue streams were sorted into 10

FIGURE 5  
DESTINATION OF CARTONS  
(TOP) AND PAPER BEVERAGE CUPS

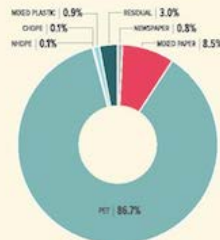


## WHERE DID THE MATERIAL END UP?

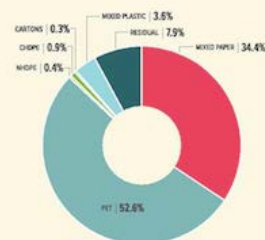
DESTINATIONS:

Mixed Paper	PET	CHDPE	Mixed Plastic
Newspaper	NHDPE	Cartons	Residual

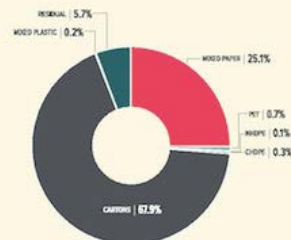
### Small, regular weight PET beverage bottles



### Small PET containers



### Cartons





December 10, 2013 UPDATED 12/10/2013

## Coke testing shrink sleeve designed for easier recycling

By JIM JOHNSON | [Twitter](#) [Google+](#)



[SHARE](#)

Packaging

Sustainability

Film & Sheet

Recycling

Coca-Cola Co.

More +

# Going the Distance on Design

---



Collection



Sorting



Reprocessing



**SUSTAINABLE PACKAGING  
COALITION®**

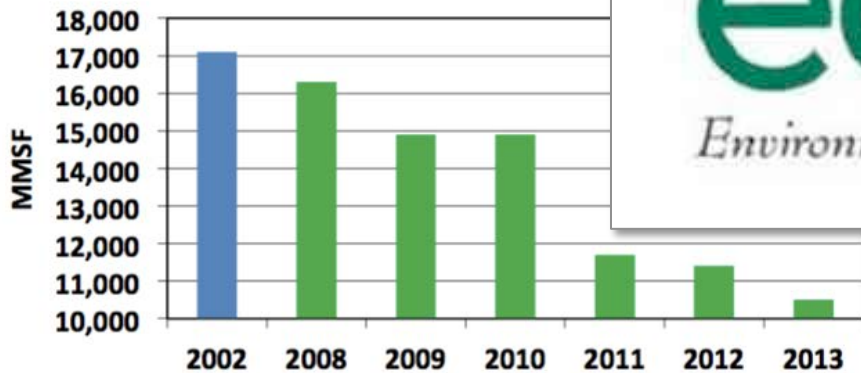
A PROJECT OF  GREENBLUE™



# A WATERSHED IN WAX REPLACEMENT BOXES.

Total wax usage in 2013 decreased 39% from 2002.

Corrugated Wax Usage



**ecoWAY**

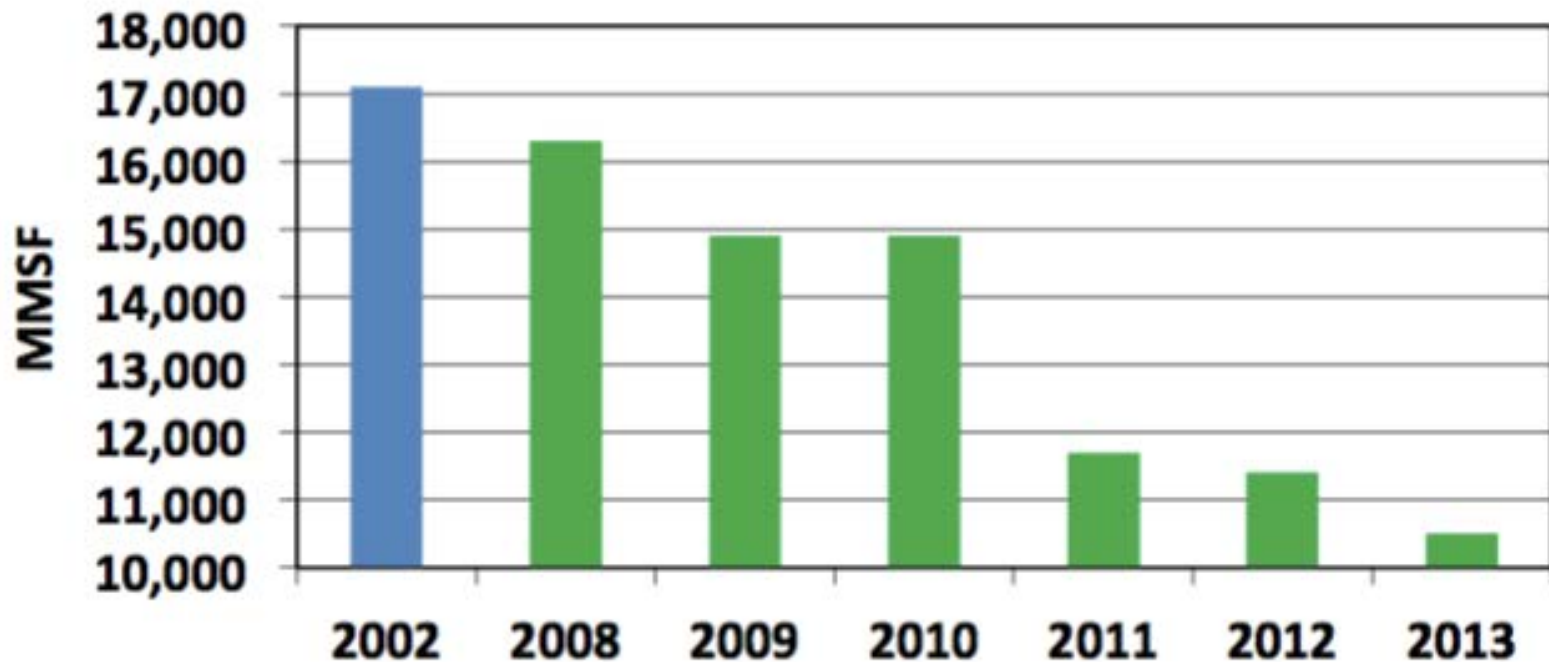
*Environment friendly wax alternative*



**Corrugated  
Recycles**

**Total wax usage in 2013 decreased 39% from 2002.**

## **Corrugated Wax Usage**



- 47 recyclable wax alternatives have passed certification testing for repulpability and recyclability and have been registered with the FBA.



# BASF, Schuster Developing Greaseproof, Recyclable Cardboard for Fast Food Packaging

by Mike Hower

December 8, 2014



## 3M™ Repulpable Flat Backed Tape R3127



★★★★★ [Write a review](#)

A thin repulpable web processing tape available in blue, white, kraft and red. The backing of this tape contains a thin silicon release coating to eliminate the need for a liner and is therefore not printable.

- 4.5 mil, extensible paper backing, single sided tape, excellent heat resistance up to 350 degrees F
- Thin, strong, conformable backing for corrugating, tabbing

Patents

Repulpable and recyclable composite packaging articles and related methods

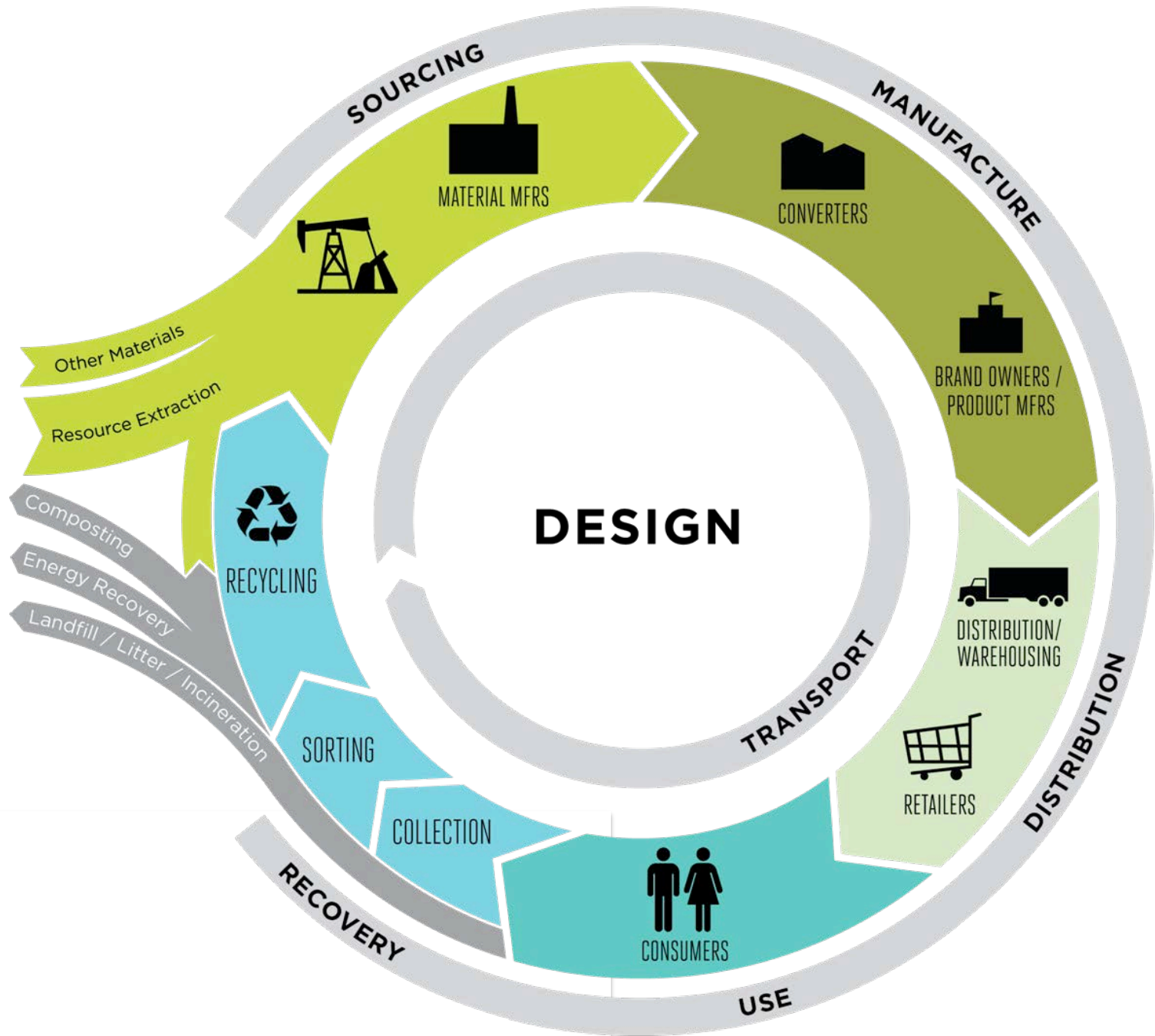
US 20140272163 A1

LRB  
REPULPABLE

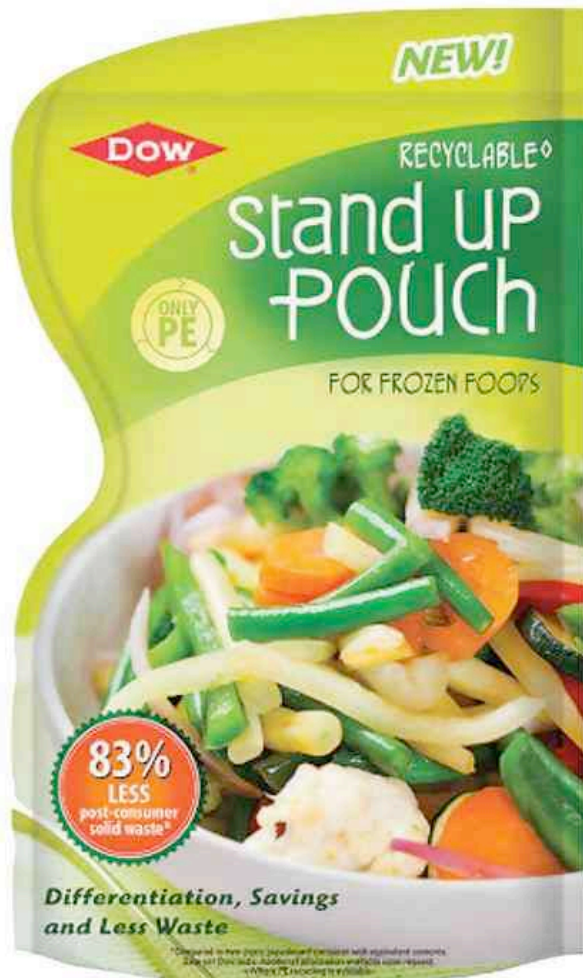


**SUSTAINABLE PACKAGING**  
COALITION®

A PROJECT OF GREENBLUE™



# Stand-up pouch earns #2 recycling symbol and approval from Trex



# The net effect...

---

The FTC has given industry a meaningful business driver to understand recyclability and design recyclable packaging



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE™

# The net effect...

---

But industry is not afraid to forgo recyclability when there are clear sustainability wins in other impact areas.



**SUSTAINABLE PACKAGING  
COALITION®**

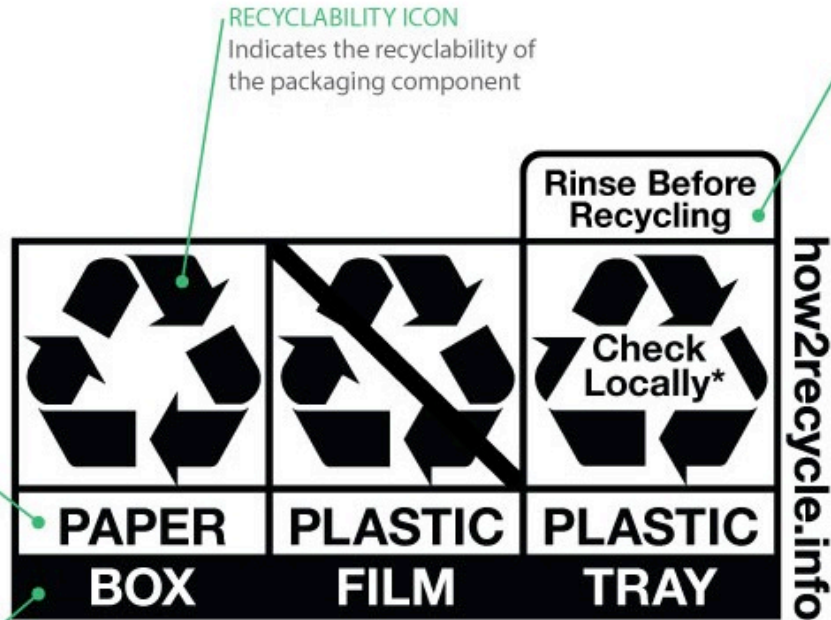
A PROJECT OF  GREENBLUE™

# The SPC's How2Recycle Label System

Example for Frozen Food Package

**PACKAGING MATERIAL**  
Identifies the material type of packaging component

**PACKAGING COMPONENT**  
The specific part of the package referenced by the label



**RECYCLABILITY ICON**  
Indicates the recyclability of the packaging component

**SPECIAL INSTRUCTIONS**  
Specific directions for the consumer to ensure successful recycling

**\*Not recycled in all communities**

**PROGRAM WEBSITE**  
Provides resources and information on the label, local recyclability and proper recycling



**SUSTAINABLE PACKAGING COALITION®**

A PROJECT OF GREENBLUE™



TM

# Using How2Recycle



GENERAL MILLS



ACCREDITO  
PACKAGING, INC.



cei  
Converting Ideas Into Innovation



Georgia-Pacific



SIGMA PLASTICS GROUP



how2recycle.info  
TM



**SUSTAINABLE PACKAGING**  
COALITION®

A PROJECT OF  GREENBLUE™

**Adam Gendell**

SENIOR MANAGER, SUSTAINABLE PACKAGING COALITION

# DESIGN FOR RECYCLING: WHAT INDUSTRY IS DOING (AND WHY THEY'RE DOING IT)

---

CRA 26<sup>th</sup> Annual Conference | March 23, 2015 | Wilmington, NC

