**Recycling Clips May 2021**

**Casella and Rehrig Pacific partner for sustainability initiative** May 4, 2021

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Stratham received a grant from The Recycling Partnership, Falls Church, Virginia, to help pay for recycling carts to increase recycling in the community. The grant required that the residential recycling carts used by the town be made from at least 5 percent postconsumer recycled material. Rehrig Pacific can manufacture carts with 40 percent postconsumer recyclate without compromising strength or curb appeal…. <https://www.wastetodaymagazine.com/article/rehrig-casella-newhampshire/>

[DS Smith Initiative Provides Brands with Circular Design Metrics to Guide their Packaging Decisions - Waste Advantage Magazine](https://wasteadvantagemag.com/ds-smith-initiative-provides-brands-with-circular-design-metrics-to-guide-their-packaging-decisions/) May 5, 2021

…“It is a critical moment for companies to put a focus on managing their impact on the environment and ensure they recognize the effect their packaging choices have on the circular economy,” said Mark Ushpol, managing director of North American Packaging at DS Smith. “Our new Circular Design Metrics can help companies large and small drive sustainability through design, ultimately reducing their environmental impact and ensuring circular packaging solutions are employed.”

The Circular Design Metrics is a new breakthrough tool that makes it possible to see and compare the performance of a packaging design across a range of indicators, such as recyclability, renewable content, and supply chain optimization. The metrics include eight different indicators that provide clear insight of circularity performance and help identify areas with potential for improvement. The tool is a first of its kind for brands that want to drive sustainability performance through their packaging….

**Arkansas is 13th State to Pass Advanced Recycling Legislation to Help End Plastic Waste -** Waste Advantage Magazine May 5, 2021

*…“By signing HB 1944 into law, Arkansas positions itself as a state leading the way to help end plastic waste. Advanced recycling allows us to recycle plastics typically destined for landfill using innovative technologies. Advanced recycling, coupled with mechanical recycling, will help us be more effective in reducing plastic waste and creating a more circular economy…* <https://wasteadvantagemag.com/arkansas-is-13th-state-to-pass-advanced-recycling-legislation-to-help-end-plastic-waste/>

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*U.S. cardboard markets will stay positive in the near term, market experts at ISRI's convention said. Meanwhile, infrastructure issues could impede efforts to collect enough plastic to meet demand.*

*…Yet the panelists also expressed concern over recyclers’ ability to meet that future demand with the country’s current recycling infrastructure. Each of the thousands of communities in the U.S. collects different types of materials, “so there's no consistency from one system versus the other. That's a significant issue,” said Steve Alexander, president of the Association of Plastic Recyclers. That lack of consistency creates confusion about what goes in the blue bin, leading to contamination, he said.*

*Alexander estimates recyclers will need to collect more than four times more plastic by 2025 than they are currently collecting, but “asking the current infrastructure to generate the potential feedstock for recycling that the brands have indicated they want is like asking a 1978 Chevrolet Chevette to meet current California emissions standards.”…*

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[**Burger King rolls out green packaging pilot program**](https://www.wastetodaymagazine.com/burger-king-green-packaging-pilot.aspx)Burger King announced that the fast-food chain is launching a green packaging pilot program focused on finding scalable solutions for eight of the company’s most-used items.

…*The guest packaging will be tested in 51 of the chain’s company-owned restaurants in Miami. The packaging utilizes alternative materials such as Frypods made with renewable unbleached virgin paperboard; cutlery made with cPLA—a plant-based plastic; and napkins made with 100 percent recycled fiber.The company will also be testing paper- and plant-based straws along with strawless lids, which could potentially eliminate up to 500 million single-use plastic straws annually from participating U.S. Burger King restaurants, the company says. According to Burger King, this action alone would translate to the removal of 910 metric tons of greenhouse gasses per year, the equivalent of 196 vehicles driven for one year. The company also said it is testing two new options for its Whopper sandwich wraps. These wraps, respectively, represent a 13 and 34 percent reduction in paper compared to previous wraps. Adoption of these wraps could translate to an additional 500 to 1,500 metric tons of paper waste eliminated annually across the U.S….*

**PepsiCo Recycling Launches BottleLoop Program to Streamline Recycling** - BevNET.com May 3, 2021

***PURCHASE, N.Y.****— PepsiCo Recycling has announced the introduction of PepsiCo BottleLoop – a new program offering easy and accessible recycling to PepsiCo customers to address logistical challenges and reduce plastic packaging waste. PepsiCo BottleLoop is powered by technology from Replenysh, to deliver on-demand collection of recyclable materials from participating locations. Replenysh builds scalable infrastructure and easy tools to empower everyone to make a positive impact. This includes providing access to an online dashboard to manage pick-ups and track collections, delivering an easy and seamless way for customers to recycle plastic beverage containers. PepsiCo BottleLoop is a differentiated offering for customers – including K-12 schools, colleges and universities, and convenience stores and restaurants – as they continue to lead the effort to keep plastic, glass, and aluminum beverage containers out of landfills. Collected plastic bottles become part of a “closed loop” system so they can be made into new product packaging, which will help advance PepsiCo’s goal to use 25% recycled plastic content all its plastic packaging by 2025*<https://www.bevnet.com/news/2021/pepsico-recycling-launches-bottleloop-program-to-streamline-recycling/>

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