

WPA TODAY

THE NEWSLETTER OF THE WESTERN PLASTICS ASSOCIATION

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FEBRUARY 2012



John Picciuto, President of the Western Plastics Association

PRESIDENT'S ARTICLE: CONTINUING TO EVOLVE AS THE WESTERN PLASTICS ASSOCIATION

BY JOHN PICCIUTO

My short tenure as president of the Western Plastic Association has made me realize how far we have come as a trade association over the last 35 years. I can remember attending my first CFECA meeting back in 1988 when Sally More was president, demonstrating the importance of resin supplier involvement in the organization. I was a 27-year-old junior salesman hoping to get a chance to meet some of the industry leaders like Greg Gurewitz who soon took over as president of the group. His passion and direction helped CFECA survive and grow during difficult times, and he is a great role model for me as we increase our reach in the west and continue to evolve as the Western Plastics Association.

The accomplishments of my predecessors like Pete Grande, Robert Bateman, Cathy Browne and Louis Chertkow have had a positive impact on the industry:

- **Heavy Metals in Packaging Banned.** CFECA sponsored the bill in California in 2003 and suc-

cessfully got this legislation enacted.

- **Resin Pellet Containment.** CFECA was the lead plastic industry association when the issue of resin pellets in the LA Basin hit the Los Angeles Water Resources Board. CFECA convinced SPI and ACC that a problem existed and teamed up with these groups to revamp Operation Clean Sweep and conduct processor education about keeping resin pellets out of the waterways. CFECA also supported state legislation that put a penalty on plastic processors willfully discharging resin pellets.

- **Ban on "Green Washing."** As degradable additives were introduced and used in plastic bags, environmental groups started screaming about "green washing" when the bags were advertised as "100% Biodegradable." CFECA sponsored legislation that banned the use of the term "biodegradable" and "biodegradable in landfills" on plastic film and bags.

- **Kept Plastic Bag Bans "at bay."** As the San Francisco bag ban spread to other parts of the Bay Area, CFECA members stepped up and became the local face in lawsuits against the City of Oakland. CFECA members were instrumental in helping other cities from banning bags in the late 2000s.

My goal as president is to continue the tradition of successful outreach established over the last 30 plus years. We will continue to be fiercely independent, grassroots, member-driven organization that promotes its products and is willing to have constructive dialogue with its critics. We will reach out to any group who is as passionate about improving our industry while being mindful of our environment. ●

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Next WPA Meeting:
March 13

Author Susan Freinkel
SEE DETAILS, PAGE 8

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Laurie Hansen, Executive and Legislative Director for Western Plastics Association

OUR JANUARY MEETING HAD THE BIGGEST TURNOUT IN YEARS AND OUR MEMBERSHIP GROWS WEEKLY.

WPA CONTINUES TO GROW: WPA TODAY FOCUSES ON ISSUES AND EDUCATION

BY LAURIE HANSEN, WPA EXECUTIVE DIRECTOR

The Western Plastics Association continues to change and morph into an association that members want to belong to and participate in. Our January meeting had the biggest turnout in years and our membership keeps growing on a weekly basis. Thank you to everyone who has rejoined for 2012, and to our new members. A special thank you to Thomas MacMillan who is chairing our Membership Committee and spending many hours recruiting.

Meeting Sponsorship: Since the January meeting we've had several requests to sponsor more meetings, and we hope your company will be interested. Meeting sponsors will be able to spend a few minutes with the audience talking about your company, your products, and the benefits your company brings to the table. *Ship and Shore Environmental* sponsored the January meeting, and Anoosheh Mostafaei made a short presentation on how the company can help plastic manufacturers reduce energy costs and install pollution control equipment to get in compliance with California's Greenhouse Gas emission requirements and other tough air regulations.

March General Meeting: On March 13 in Norwalk we will have Susan Freinkel, the author of "Plastic: A Toxic Love Story" as our speaker. In her book, Freinkel explores one of the most transformative inventions of the 20th century — "plastic built the modern world and yet it is so utterly ubiquitous that we rarely stop and give much thought to what it means that we are never more than three feet from something plastic." Some interlocking themes that Susan focuses on is plastic waste and pollution and the challenges of dealing with plastics at the end of their useful lives and the future of plastics. Many CFECA members were interviewed by Freinkel and contributed to her observations about plastic. We think you will enjoy listening but will also be challenged by the information that Freinkel has published. Please be sure to attend this interesting meeting.

WPA Today Features: As you can see by the banner, the *Die-Line* has been transformed into the *WPA Today* to reflect the new organization. In an effort to bring interesting and timely articles to you, WPA has enlisted our own members and reached out to other trade associations to write

about issues important to the plastics industry in the West and nationally. Inside this edition you will find articles on new plastic film and recycling efforts, sustainable business recycling practices, resources for questions on polystyrene, help on meeting greenhouse gas emission requirements, political insights, and much more. Members are encouraged to contact me to submit articles and industry highlights for future publications. *WPA Today* advertisers should be encouraged by this new and exciting newsletter format. We would like to get more advertisers so please contact WPA for more information on advertising.

Anti-Litter Campaigns Featured: One important section of this newsletter is devoted to anti-litter and clean-up campaigns that are going on around the state in March and April. Keep California Beautiful is sponsoring clean-ups in many locations and taking the opportunity to educate the public about the effects of litter. KCB is a material-neutral organization that is interested in preventing litter and changing behavior—not blaming one type of material for the mess. The Friends of the Los Angeles River
(Continued, see Update, page 3)

WPA UPDATE [CONT'D]

(FoLAR) has their LA River Clean-up in April and they have included an article and requests for help from the industry. FoLAR is another group that has not taken anti-plastic positions, but rather participated together with our industry to prevent litter and change how Angelinos dispose of their trash—keeping it off the streets and out of the waterways. Another group of plastic industry reps are helping do a clean-up in San Jose March 17. Company employees from as far away as Bakersfield and Fresno are going to drive hours and devote a Saturday to cleaning up around the

City of San Jose. These are important events, and any effort we can contribute toward these clean-ups is well worth it. We seriously encourage you to advertise these clean-ups with your employees and hope to get your teams out to help stomp on litter and change people's behavior.

Future: The WPA website www.westernplastics.org contains a vast amount of information on current topics and events taken from publications and member companies. Please visit this site for up-to-date reports. The website is still growing, and

we want it to be an effective tool for our members. The Board is considering other activities and welcomes suggestions for members. Our goal continues to be growing membership and providing services to members that you want. The legislative issues are heating up at the state and local levels, and your involvement will be key.

Thank you for being a part of the Western Plastics Association. Please contact the WPA office at info@westernplastics.org and we will be happy to assist you. ●



westernplastics.org

OUR WEBSITE IS STILL GROWING, AND WE WANT TO BE AN EFFECTIVE TOOL FOR OUR MEMBERS. VISIT WESTERNPLASTICS.ORG FOR UP-TO-DATE REPORTS.

POLYSTYRENE RESOURCE INFORMATION

As part of the WPA efforts to provide resource information to members, we would like for you to be aware of several good websites that can provide you and your customers with information on questions that may come up on polystyrene. Mike Levy, Director of the Plastics Foodservice Packaging Group (PFPG) of the American Plastics Council has provided a very good synopsis that is printed here. These websites can provide you with accurate information that you could find useful and educational for the industry and the public. SB 568 by Senator Alan Lowenthal, which would ban all EPS foodservice products statewide, is still a viable piece of legislation in the Capitol. The bill is currently sitting on the Assembly floor and can be voted on anytime between now and September.

Safety of Polystyrene Foodservice Products:

<http://www.plasticfoodservicefacts.com/main/Safety/Safety-of-PS-Foodservice-Products>

Most recent food safety report on styrene/PS

<http://www.plasticfoodservicefacts.com/Safety-of-Styrene-Based-Polymers-for-Food-Contact>

Update on the Safety of Polystyrene Products and California Proposition 65

<http://www.plasticfoodservicefacts.com/main/Safety/Californias-Proposition-65>

Q & A on Safety of Polystyrene Products

<http://www.plasticfoodservicefacts.com/Q-and-A>

The Safety of Polystyrene Foodservice Packaging – the National Toxicology Program Report on Carcinogens

<http://www.plasticfoodservicefacts.com/main/Safety/National-Toxicology-Program>



IN 2012 THERE WILL BE A LARGE NUMBER OF RETIREMENTS FROM CONGRESS, MORE COMPETITIVE DISTRICTS, TERM LIMIT IMPLICATIONS AND THE DYNAMIC OF AN OPEN PRIMARY.

POLITICS:

CHANGES IN THE AIR OR STATUS QUO?

BY BRUCE MAGNANI, THE HOUSTON GROUP

California's budget struggles continue while the state is on the cusp of holding a historic election. National politics are dominating the media, which is not a surprise. Presidential elections should hold the attention of the nation. This election will be a highly contested race with candidates outlining very divergent paths for the country's future, and California's budget struggles generate front-page headlines nearly every day. What may be lost on the voting public is: California's 2012 election will showcase an open primary system and be contested with new district boundaries drawn by a citizen's commission, not the courts or legislature.

I certainly don't want to minimize the importance of the fiscal mess California struggles with every year. The mess is real and the Governor is projecting a deficit of \$9.2 billion, while the independent Legislative Analyst is offering up a number closer to \$13 billion. The funny thing about projections is they can be horribly wrong, no matter how much data is provided. In the state's 2007 pre-recession Five Year Spending Plan, analysts predicted state revenue in 2012 would exceed \$130 billion. The actual revenue is closer to \$90 billion. What is a few billion dollars among friends? The fiscal situations sounds bleak, until you realize the Governor was facing a \$26 billion dollar

deficit last year and succeeded in cutting \$14 billion of state spending.

In trying to balance the 2012 state budget, the Governor's initial proposal would cut \$1 billion from CalWorks and \$842 million from MediCal. Additionally the Governor is asking voters to increase in the state sales tax a half cent and increase the income tax on those earning over \$250,000 a year. Both increases would last five years. There is a strong debate about whether highly volatile income taxes are a long-term solution to California's budget mess. Recent data highlighting the fact that high-earning Californians are an endangered species is adding fuel to the debate. While the Franchise Tax Board processed returns from 146,221 people that earned over \$500,000 in 2007. Those earning over \$500,000 in 2009 dropped to 98,610. Forty percent of state income tax revenue is paid the top one percent. Is raising income taxes the solution?

Adding to the uncertainty surrounding the Governor's plan: his tax proposal will compete with two other initiatives that hope to increase state revenues through an income tax increase. One initiative, titled "Our Children Our Future," proposes to raise income taxes on nearly all Californians that pay income tax by one per-

cent. Another initiative sponsored by the California Federation of Teachers, titled "The Millionaire Tax to Restore Funding for Education and Essential Services," will raise the income tax rate on those earning over \$1 million a year. Historically, when ballots offer competing tax measures, voter fatigue and confusion will result in a failure of all proposals. Early polling shows the electorate is inclined to support his initiative, but "NO" campaigns are easy to run; it will be an intriguing fight.

California voters, dissatisfied with partisan bickering by career politicians, implemented term limits in 1990 hoping to change how the state was governed. If approval ratings are an indicator of success, and the current rating is nine percent approval, it is safe to assume term limits didn't result in the desired outcome.

Continued frustration fueled voters to approve an open primary and remove legislators from having any responsibility in how legislative district lines are drawn and gave the responsibility to non-partisan commission. What does that mean to the average voter? Voters can choose to vote for any candidate regardless of party and the top two vote getters in a primary will be placed on the ballot in November, regardless of party affiliation.

(Continued, see Changes, page 5)

CHANGES OR STATUS QUO? [CONT'D]

District lines are now based upon geographic criteria, using simple shapes and in a compact manner that avoids splitting cities, counties or communities of interest.

In 2012, there will be a large number of retirements from Congress, more competitive districts, term limit implications and the dynamic of an open primary. The perfect storm could bring close to 60 new members to the 120-person State Legislature! That would be a fifty percent turnover. Even with modest projections,

the Legislature will likely see 40 new faces, which would be a thirty percent turnover. Either scenario is historic and will impact the state for years into the future. Or at least until voter frustration causes more reform. Among the 42 ballot initiatives that have been approved for signature gathering, one initiative would roll back the clock and make California's Legislature a part-time body. Don't miss the excitement and pay close attention to what happens in the June

primary election and November general election! Oh yeah, we are choosing a new President, too.

Bruce Magnani is a lobbyist with The Houston Group, a firm in Sacramento that was founded by Robert Houston in the 1980s. WPA's Executive Director and legislative advocate, Laurie Hansen, is affiliated with The Houston Group. WPA utilizes the services of this firm and has had a long positive relationship with all of the firm's principals. ●



Bruce Magnani,
The Houston Group

BUSINESS LEADERS SAY STATE ON WRONG TRACK

BY JOCELYN A. MCCABE, APR

OLYMPIA— More than three-quarters of respondents in a survey of Association of Washington Business members believe Washington state is generally going in the wrong direction, and more than half don't see things improving in the next 12 months.

Employers surveyed said the biggest issue facing their businesses is complying with government regulations (25 percent), a lack of customers or clients (24 percent) and the cost of health care (21 percent).

The survey results illustrate the fragile state of Washington's economy, and underscore the need for lawmakers to be mindful of their decisions on the state's private employers as they attempt to close a \$1.5 billion budget shortfall during the 2012 legislative session.

"Although we have seen some positive economic signs in recent months, it is clear based on this feedback from our members that Washington state has a long way to go before its economy is truly thriving again," AWB President Don Brunell said. "Many businesses are still hunkered down, doing whatever they can to survive the combined impacts of a terrible recession, a growing thicket of government regulation and spiraling health care costs."

The online survey, conducted between Dec. 19 and Jan. 6 by Moore Information, Inc., asked AWB members to share information about the health of their businesses, their opinion about the economy and their outlook for the next year. AWB invited its 5,823 members with e-mail addresses to participate in the

online survey; 787 responded giving the survey a 13.5 percent response rate.

A majority of respondents described their company as either "fairly healthy" or "very healthy," but a disconcerting one-third said their business is "not very healthy" or "not healthy at all." Nearly 70 percent said they do not expect to add employees in the next 12 months.

Looking ahead, Washington business leaders don't see things improving soon. More than half of respondents said they expect business conditions to be about the same a year from now. Only one-third believe conditions will improve over the next year, and 14 percent say they will be worse in a year.

(Continued, see AWB Survey, page 6)

BUSINESSES ARE STILL HUNKERED DOWN, DOING WHATEVER THEY CAN TO SURVIVE...

AWB MEMBER SURVEY [CONT'D]

Some additional findings:

- Most AWB members (78 percent) believe government regulations on their businesses increased during the past five years. In an April 2006 survey, 73 percent said government regulations had increased.
- Most AWB members (86 percent) provide health insurance to their employees, and most of them (77 percent) have seen health insurance premiums increase by more than 10 percent in the past year.

- Almost half (46 percent) of respondents said their company absorbed the additional health care cost, and nearly as many (41 percent) either reduced health care coverage and/or passed along costs to employees. “Our state’s political leaders are facing a big challenge again this session,” Brunell continued. “Solving a \$1.5 billion budget shortfall is an unenviable task, and it will require making many hard choices. As

they go about their work, it’s important that lawmakers keep in mind the challenges that continue to face our state’s employers, as well, particularly the small and medium-sized businesses that will fuel our recovery.

“Passing the tax simplification proposal put forward by Gov. Gregoire is one way they can reduce the layers of bureaucracy that weigh down employers,” Brunell said. “But they can’t stop there. Lawmakers must

look for other ways to eliminate outdated or conflicting regulations, and they must resist doing things that will add costs to employers at a time when so many are clearly afraid to bring on new workers. If they can do these things, maybe the next survey will find the state is back on the right track.” ●

Reprinted from the Association of Washington Business, the leading manufacturing association in Washington State. January 26, 2012, www.awb.org.

AWB MANUFACTURING REPORT HIGHLIGHTS INDUSTRY CONCERNS

BY JOCELYN A. MCCABE, APR

OLYMPIA—A new report issued today by the Association of Washington Business and its nonprofit AWB Institute underscores the value of the industry to the state’s economy while highlighting several key competitiveness concerns.

The report, “Challenges & Opportunities for Manufacturers in Washington State,” features the findings from a three-month, six-city tour conducted by the business group, talking with Washington state manufacturers about key issues affecting employment and the general business climate. Between August and October of 2011, AWB representatives met with 70 small, medium and large manufacturers representing approximately 5,000 employees in Everett, Mount Vernon, Moses Lake,

Pasco, Spokane and Vancouver. The report was released in conjunction with the association’s Legislative Day at the Red Lion in Olympia.

“Washington state manufacturers play an integral role in our economic recovery and our state’s overall economic well-being,” said AWB President Don Brunell. “The goal of these sessions was to discuss the positive aspects of running a manufacturing business in the state of Washington and what could be done to ensure the industry’s continued growth and presence in the state.”

Among the report’s key findings:

- Power rates must remain competitive to attract new manufacturers and retain existing companies.

- Changes are needed to Initiative 937 in order for manufacturers to remain competitive with other states.

- There is a lack of a skilled workforce to meet demand.

- Tax incentives play a vital role in the growth of the manufacturing industry and must be protected.

- There are serious regulatory issues with several state and federal regulatory agencies that must be addressed.

“If there’s one thing this tour underscored is the value of this industry to Washington state,” said Amy Johnson, strategic consultant to AWB and the AWB Institute. “Manufacturing jobs accounted for almost 10 percent of the state’s employment in 2009, and the average Washing-

ton state manufacturing employee earned more than \$77,470 in salary and benefits. We have a tremendous opportunity here to attract and retain some of the brightest talent in the industry, but as our members pointed out time and again, we must retain our competitiveness.”

AWB is both the state’s chamber of commerce and the manufacturing association, and is a proud partner with the National Association of Manufacturing. AWB’s nonprofit, the AWB Institute, tracks workforce and manufacturing issues in the state. To download a copy of the report, visit the AWB Institute’s website. ●

Reprinted from the Association of Washington Business. January 17, 2012, www.awb.org.

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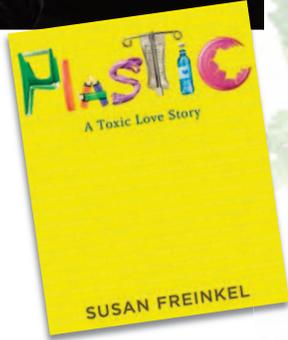
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A Toxic Love Story



MARCH 13, 2012

Featured Guest Speaker:
Susan Freinkel
Author

PLASTIC: A TOXIC LOVE STORY

Please join us to hear Susan Freinkel talk about her acclaimed book, *Plastic: A Toxic Love Story*. Freinkel writes about the intersection of science, culture, and the environment and the kinds of difficult issues that arise from our love affair with plastics. Where would we be without pacemakers, polyester, computers, cellphones, or sneakers? Each year we use and consume more plastic and Freinkel treks through history, science and the global economy to assess the real impact of plastics in our lives.

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WHEN:

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5:30 PM Registration & Networking
6:30 PM Program & Dinner

WHERE:

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BIOPLASTICS: NATUREWORKS ANNOUNCES JOINT VENTURE

NatureWorks, a new member of the Western Plastics Association, has just released news of a Joint Venture.

Press Release: NatureWorks and BioAmber Form Joint Venture to Commercialize New Bio-based Polymers

Two industry-leading companies join forces to expand the range of low carbon-footprint, high-performance, bio-based polymers

NatureWorks, the bio-plastics market leader with its commercial range of Ingeo™ biopolymers, and BioAmber, a next-generation chemicals company and a market leader in the commercialization of bio-succinic acid, have announced the cre-

ation of AmberWorks, a joint venture to bring new performance bio-based polymer compositions to market.

The joint venture builds on the natural synergy that exists between NatureWorks and BioAmber. Beyond its Ingeo PLA technology platform, NatureWorks brings to the joint venture a global commercial presence, established customer relationships, developed applications across a breadth of industries and deep experience in commercializing new-to-the-world polymers. BioAmber owns PLA/PBS compounding intellectual property and applies award-winning biotechnology and chemical pro-

cessing to produce renewable chemicals. These renewable chemicals deliver high-performance, low-carbon-footprint building blocks that are cost competitive with their petrochemical equivalents. The joint venture combines the best of both companies into an entity tasked with developing a new family of bio-based compounded polymer solutions.

With the formation of the joint venture, NatureWorks plans to commercialize a new family of compounded Ingeo resin grades, and is immediately offering samples of developmental grades aimed at thermoforming and injection-molding processes.

(Continued, see page 10)

INDUSTRY GUIDES RELEASED BY BIOPLASTICS COUNCIL

In its ongoing efforts to educate about bioplastics, the SPI Bioplastics Council released two new guides last month: “Understanding Biobased Carbon Content” and “Life Cycle Analysis Primer - What, Why and How.”

One of the WPA’s newest members is NatureWorks, an active member of the Bioplastic Council. NatureWorks produces PLA resin that is a major component of the compostable foodservice ware offerings used by restaurants. The two new Bioplastic Council guides are:

Life Cycle Analysis Primer - What, Why and How

The focus of the “Life Cycle Analysis Primer” is to provide the reader with a better understanding of Life Cycle Analysis (LCA) including the various phases of an LCA with explanatory comments and practical advice for the LCA sponsor.

Understanding Biobased Carbon Content

The focus of the “Understanding Biobased Carbon Content” guide is to provide the reader with information about biobased content, ASTM D6866, alternative approaches to reporting biobased carbon content and other key points.

The two guides can be found at www.plasticsindustry.org/BPC/Publications/content.cfm?ItemNumber=3603&navItemNumber=3604. To download either resource, visit www.plasticsindustry.org.

NATUREWORKS JOINT VENTURE [CONT'D]

This new family of developmental Ingeo compounded resins is designed for foodservice ware applications, expanding the Ingeo property range in terms of flexibility, toughness, heat resistance, and drop-in processability on existing manufacturing equipment. Based on market interest, further formulated solutions optimized for a number of different applications beyond food service will be assessed over the coming 12 to 24 months. Compounded PLA/PBS resin grades, developed and manufactured by AmberWorks, will be marketed exclusively through the NatureWorks global commercial organization as new and distinct solutions within the company's Ingeo portfolio of products.

"The new product range being developed by the joint venture enables NatureWorks to broaden its existing product portfolio, allowing for bio-based product solutions in applications that were previously difficult to address," said Marc Verbruggen, president and chief executive officer, NatureWorks. "The properties of PLA and PBS are complementary and making Ingeo compounds using both materials will result in a broad and attractive property profile for a number of different applications."

"The AmberWorks JV builds on BioAmber's core business: the production of cost competitive, renewable chemicals that include succinic acid and 1,4-butane-diol," said Jean-Francois Huc,

president and chief executive officer, BioAmber. "Our novel PBS compounding technology has enabled us to forward integrate into polymers and our partnership with NatureWorks, the global market leader in biopolymers, will strengthen and accelerate market access for our growing portfolio of renewable solutions."

In the USA, developmental samples of the new Ingeo injection molding and thermoforming solutions for the food service industry are available from NatureWorks, www.naturework-sllc.com, 800-664-6436, info@natureworksllc.com. ●

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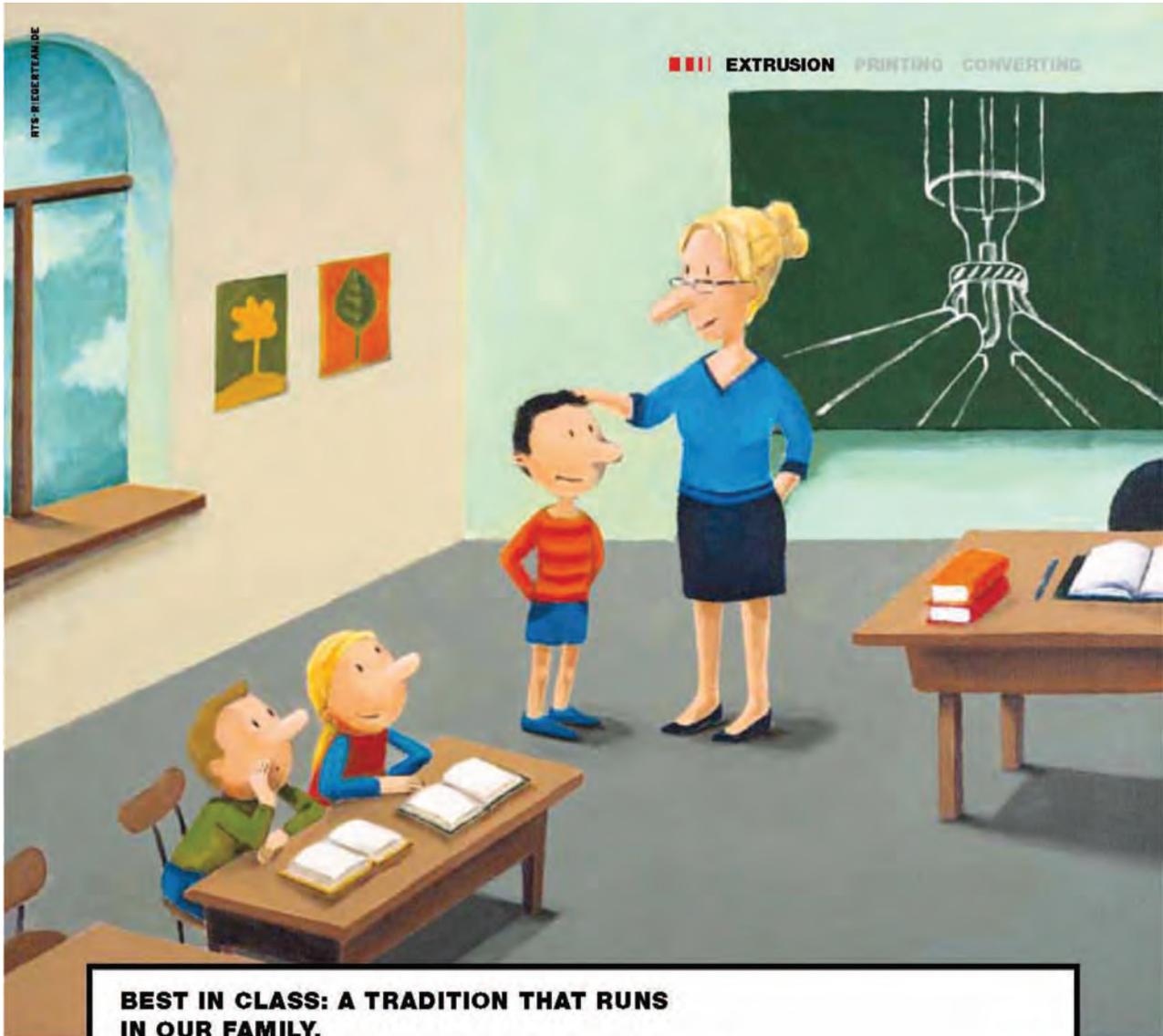
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FILM RECYCLING:

THE TIME FOR ACTION IS NOW!

BY MARGO REID BROWN, FORMER DIRECTOR, CALRECYCLE

California leads the nation in recycling and waste diversion. The recent legislative cycle has once again set the stage for a robust recycling growth period that we hope will create jobs, stimulate investment in infrastructure to stimulate the California economy and create more environmentally responsible manufacturing.

The recent increase in waste diversion requirements to 75% on top of the AB32 measure of mandatory recycling for all jurisdictions, both are viewed as opportunities to dig deep into the waste stream and capture more material, increased recycling of PE plastic film among the easily recyclable commodities available. One can ask, why can't PE film become as readily recycled as, say, paper or cardboard? It is the will, or willingness to create the market based solutions to meet the supply.

So where do we go from here?

The PCR Plastic Film Recycling Coalition of California formed to increase recycling of PE plastic film by raising awareness that plastic film can be economically recycled through a convenient, cost-effective recycling infrastructure. The goal of the coalition is the creation of PE film products from domestically recycled and certified post-consumer PE plastic.

PE films comprise around 25% of all plastics used worldwide. Polyethylene is the most widely used plastic. Industry estimates indi-

cate annual production of approximately 80 million metric tons. PE film's primary use is within packaging, which is an expanding market, due to increased demand resulting from the movement of many products from rigid to flexible packaging. Many of these materials currently end up in the landfill waste stream unless consumers and industry are given the opportunity to recycle and reprocess their plastic film.

Recycling of commonly used products has always been the focus of natural resource preservation. The creation of a closed loop system is the heart of effectively recycling necessary products. Plastic should be treated no differently. Increasingly, the discussion of banning of products, packaging or material type has fostered an attitude towards plastic that is littered with misinformation. Nearly 75% of the plastic production in the United States is from natural gas, NOT petroleum. Domestically recycling PE film to create post-consumer resin will save an enormous amount of greenhouse gas. Today's alternative is the exportation of these materials to China to produce products to be sold and shipped back into US markets. This does nothing to help preserve our natural resources or the environment. To truly preserve our natural resources, create overall greenhouse gas reduction, lower our carbon footprint, and maintain

jobs and economic vitality, we must look to the development of a recycling infrastructure for film plastic that is economical, convenient and market-based. We support consumer-oriented solutions. Consumers want a choice in the marketplace, recycling options, and maintaining the environmental hierarchy to reduce our usage of precious virgin natural resources, reuse our products, and recycle all materials to preserve a closed loop environmental choice.

A coalition of producers, recyclers, consumers, and end users aimed at identifying barriers and working collaboratively to foster widespread recycling opportunities has been formed. This coalition, in concert with environmentally responsible producers seeking an alternative to product selection and material bans, is developing a new strategy to address the issue of awareness and demand for PE post-consumer recycled resin and products.

To support the effort to create a sustainable PE film plastic recycling infrastructure, maintain job growth, and create a more sustainable environment, contact the PE Plastic Recycling Coalition about becoming a member.

PE Plastic Recycling Coalition
c/o Margo Reid Brown
PO Box 160751
Sacramento, CA 95816
Click: www.peprc.org ●



IT COULD SHIFT OUR INDUSTRY, IN THE MINDS OF THE OPINION FORMERS, FROM AN EXPLOITATIVE TO A SUSTAINABLE INDUSTRY.

FILM RECYCLING:

WHY THE INDUSTRY NEEDS TO EMBRACE PCR CONTENT

BY ROBERT BATEMAN, ROPLAST INDUSTRIES

‘Polyethylene film products in the United States will be made from domestically recycled and certified post-consumer plastic.’

This is the vision of those of us in California who have got together to develop a PCR coalition, which Margo Brown covers in a separate article [see page 12].

We do not mean that we should pretend that industrial scrap is post consumer like the paper industry does. We do not mean that the state government should be persuaded to pass meaningless laws that appear to be mandating post-consumer content like the California trash bag law. We do not mean that messaging should be developed that encourages consumers to believe that a product contains post-consumer resin when it does not. We do not believe that, no matter how much money is spent, aggressively promoting recycling is the same as developing a market for PCR that can underpin the creation of a PCR supply infrastructure. We do not believe that appearing to be satisfied with the percentage growth in post-consumer scrap recycling from a low single digit base is any substitute for an increase of the base by an order of magnitude. We do not believe that there should be any opportunity for materials that have not served their original purpose to be passed off as scrap for recycling into PCR.

What has led us to this vision?

First, something has to be done to turn around the demonization of polyethylene film products. One obvious manifestation of this is the ban on thin single-use grocery bags. This is spreading to non grocery carry-out bags and to heavy gauge reusable polyethylene grocery bags. The momentum will not be slowed down by the recitation of the environmental advantages of plastic bags in comparison to the alternatives, nor by stressing their convenience, efficiency and value. Unless the momentum is arrested, the demonization will spread systematically beyond carrier bags to other film products.

Something has to be done to change fundamentally the image of plastic film, and I cannot think of any alternative but to accept the goal of including the maximum amount of PCR in our products wherever this is practical and can become economical. There are other necessary steps, such as addressing the ocean debris issue—it is encouraging to note that the global plastic industry appears finally to be stepping up to the plate on this—but these will not be sufficient to change the direction of opinion. I believe that a serious commitment on PCR could cause such a change.

I believe this because it would remove the basis for the anti-plastic movement. It would show that our products did not neces-

sarily depend on depleting the world’s finite hydrocarbon resources. It would show that our industry is helping reduce the flow of material into landfills. It would create jobs in our country, not in China where today much of the suitable scrap is sorted. Basically, it could shift our industry, in the minds of the opinion formers, who developed and now benefit from the anti-plastic movement, and the public, from an exploitive to a sustainable industry. Words are not going to cut much ice, and I cannot think of any other action that could.

Embracing this objective is the first step. The second is the establishment of an independent certification or verification process that can be accepted by the industry, customers, governments and the general public. Without such a system, embracing the objective is meaningless. We all know of claims of PCR content that are incredible to a knowledgeable person—my favorite is the claim of 100% PCR content printed on a nonwoven polypropylene imported reusable bag sold by a major grocery chain and distributed by a company which had lobbied in Sacramento claiming that it was not possible to include any recycled material, let alone PCR, in nonwoven polypropylene bags. Where PCR is claimed, the honesty of the claim must not be subject to question.

(Continued, see PCR, page 14)

EMBRACE PCR [CONT'D]

The verification system must be independently managed. It should be open to all worldwide. Even though PCR producers and converters in other countries can qualify, a verification system accepted by governments, plastic converters and customers would encourage a fair market. It would also, like the Green Dot system in Germany, keep out short-term and irresponsible suppliers. In California, we have developed the basis for such a certification system as part of the Sustainable Plastic Products program which is discussed by Professor Joe Greene in a separate article [see page 15]. Other organizations in the industry are considering ways of verifying and certifying PCR production and claims, although there is resistance from those more concerned with short-term image than long term results. More work needs to be done and the industry should combine to develop a sound certification system within 12 months.

PCR content provides a tool with which to address the anti-plastic movement; but there is another, to me, compelling reason why the industry should embrace PCR.

My first real industrial job in the 1960s was in the steel industry dominated at that time by huge ore-based integrated steel mills located in industrialized countries. I visited one of the first European mini mills that made finished steel from scrap. My view of the industrial world has not been the same

since. Fifty years later the scrap-based mini mills in industrial countries are flourishing unlike those based on iron ore.

One day the plastics industry will reach the size and maturity which will justify a similar switch to scrap-based raw materials. The main advantage to converters is a new source of supply, not under the control of a few global companies, with a cost structure not dependent of the vagaries of global markets. There is also the possibility of lower costs and prices particularly if the externalities of disposing of waste are included. However the industry develops, there will be more investment and jobs in local markets. More of our money will stay at home.

It can be argued that the conditions for this development are already with us today. The annual polyethylene production, like steel production, is now measured in the hundreds of million tons and there are pockets of homogeneous used material that can be washed and made into high quality resin. For the business to develop, processing techniques must be adapted, the design of consumer products needs to change—it would help if black became fashionable—and there must be improvements in collection and sorting infrastructure. None of this will happen unless our industry is committed to creating a market for post-consumer materials.

I am not dreaming. Roplast's main German competitor in the global carrier bag market is reported to be expanding the capacity of their PCR production facility from 35,000 tons per year to 75,000 tons. More and more global companies are specifying PCR. For the last few years, I have been working with a solid waste collection and recycling company in Southern California on the development of a washing and recycling production facility using agricultural and supermarket film waste. The resulting resin plant, with a capacity close to that of a small polyethylene reactor, started production recently. It is early days, but the resin looks to be good enough quality to be sold on the basis of a specification. Over the years, I have visited plants producing PCR in many states and countries. This is the first time that I have seen a plant that has the potential to compete with our traditional suppliers.

So, realizing our vision may be closer than even I thought a year or two ago. Anyone who shares our vision should consider joining our coalition. Just contact Margo Brown. ●

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CERTIFICATION
REQUIRES
ENERGY AUDITS,
WASTE AUDITS
AND RECYCLING
AUDITS.

FILM RECYCLING: SUSTAINABLE PLASTIC PRODUCTS (SPP CERTIFICATION) NEWS

BY DR. JOSEPH GREENE, SUSTAINABLE GREEN PRODUCTS, INC.

Sustainable Plastic Products™ (SPP™) was created to replace Environmentally Preferred Rating (EPR) for plastic bags. SPP was developed by several plastic bag companies and Professor Joseph Greene from the Mechanical Engineering and Sustainable Manufacturing Department at Chico State University.

SPP is described at the following website: <http://sustainablegreen-products.org/>.

Sustainable Plastic Products (SPP) are plastic bags, packaging, and bottles based on:

- Recycled or biobased plastics,
- Heavy-metal free materials,

- Reduced carbon footprint, and
- Low pollution.

SPP certification requires:

- Energy audits,
- Waste audits, and
- Recycling audits for manufacturing companies.

SPP is the first nationally recognized independent 3rd party certified standard, audit and accreditation program for the plastics industry. SPP can help your company be more sustainable by reducing waste, reducing pollution, reducing your carbon footprint, and increasing recycling rates of plastic bags,

packaging, or bottles. The SPP process can also help you obtain carbon credits.

SPP-certified companies have taken significant steps to ensure that environmental standards are adhered to in their manufacturing facilities. Responsible companies are choosing to purchase their plastic products from manufacturers that have taken steps to make environmental protection a key part of their corporate culture.

Your company can help lead the way in establishing sustainable green plastic bags for California and the nation. ●

ACC LAUNCHES THE FLEXIBLE FILM RECYCLING GROUP

On February 6, ACC officially announced to the trade press the establishment of the Flexible Film Recycling Group (FFRG) as a new self-funded group of the Plastics Division. FFRG aims to become the leading champion of flexible film recovery in the nation and drive strong growth in polyethylene (PE) film recovery over the next five years. It will work to accomplish this ambitious goal by bringing together critical expertise and implementing essential programs to:

- Expand the successful consumer bag and film recycling education campaign;
- Engage with multi-stakeholders to develop a label for film products to help promote and increase their recycling;
- Identify opportunities and barriers to commercial film recovery and develop a roadmap to remove these barriers.

The founding members of FFRG represent the entire spectrum of the PE film value chain including resin producers Dow Chemical and ExxonMobil, film manufacturer Sealed Air, brand owner SC Johnson, and recyclers Trex and Avangard Innovative.

FFRG is currently preparing to host its first quarterly strategic planning and membership recruitment meeting slated for late March. For additional information contact: Shari Jackson, 202.249.6616.



RECYCLING IS NOT A 'GREEN' BUZZWORD, IT'S A BUSINESS WORD.

RECYCLING: RECYCLING: THE BUSINESS TERM

PATRICK MONTOYA, SUSTAINABILITY MANAGER,
NEW GREEN DAY; WPA BOARD MEMBER

When I first started working in the recycling industry, I stepped into a world that had more depth than I ever would have thought. To most people, the word recycling means collecting bottles and cans or throwing paper and plastic into a blue bin. Rarely does the average person get to see any further into this world. The landfills, the transfer stations, the grinders, the sorting lines, the pelletizers: they are all an integral part of this not so easy to explain industry.

When I stepped through the doors at New Green Day, the company where I work now, I noticed something strange. Although recycling was their business, they did not recycle their own waste generated at the facility. I know it sounds weird, a recycling company that didn't recycle, but it's not. This is something I come across every day. A company that has all of the means and motive to recycle, they just don't do it.

I made it my first priority as an employee to start a recycling program. I started by analyzing the waste streams coming out of the facility and learning about each material. I then figured out the easiest and most beneficial way of separating those materials. Within weeks, we were not only on our way to having a recycling

program, but we were on our way to becoming a zero waste to the landfill facility. Now we have 15 collection sites throughout our building with labeled bins. All recyclable materials are recycled and the waste is incinerated (a much better option than landfill). In the months following the implementation of the new program, I saw a major drop in our waste expenses. We began saving thousands of dollars each month by not dumping what was recyclable into a landfill. Not only did it make sense environmentally, but it made business sense as well. That felt good.

We all know recycling is not a new idea. It happens in nature everyday, and in the U.S. it started becoming a buzzword in the 1990s. So why are there still people out there that don't do it? Well answering that question is a whole other article for another time, but it's still important to think about. Recycling is the most well-known, easiest and beneficial path to being a leader in environmental protection, and can be extremely profitable for manufacturers, yet millions of tons of recyclable waste is thrown into landfills every year.

So what can we do? Well for starters we can educate ourselves. I suggest that every business owner or manager out

there sit down and take a look at their waste hauling bills. Look at the numbers you are dishing out for trash. If you are satisfied and feel good about the recycling program you have already implemented, then great, keep it up. If you are dissatisfied with what you find, start looking at your waste streams. What are you throwing away? What can be reused? What has value? Try separating or analyzing the different streams for a week, two weeks, or a month—I think you will be surprised by what you find.

Every time you send a load to the dump, think of it as cash in your pocket that is being thrown away. The sustainability of your business is not only about how you treat the planet, it is also about saving money when you can. Recycling is not a "green" buzzword, it's a business word and until we realize that it can make a difference for both the planet and in our pocket, we will continue to look past it. ●



APR MEMBER COMPANIES REPORT GROWING DEMAND FOR RECYCLED PLASTIC RESINS FOUND IN CAPS AND LIDS.

RECYCLING:

APR ANNOUNCES NEW RECYCLING INITIATIVES FOR BOTTLE CAPS

BY STEVE ALEXANDER, APR CEO/DIRECTOR

The Association of Postconsumer Plastic Recyclers (APR), the leading association on recycling issues, recently announced a new initiative to recycle more plastic bottle caps. Steve Alexander, the Executive Director of APR, provided this press release to let WPA members know that they should encourage their friends and relatives to keep the bottle caps on so recyclers can actually increase plastic bottle recycling.

Press Release: Caps on Bottles for Recycling Groups Call for Partnership from MRFs, Haulers, Communities

Washington, DC. The Closure and Container Manufacturers Association (CCMA) and the Association of Postconsumer Plastic Recy-

clers (APR) have partnered to increase the recycling rates of plastic closures. The new program, titled “Caps On” encourages communities to ask its residents to include caps on plastic bottles at time of recycling. In addition to developing educational resources, the groups are working with Material Recovery Facilities (MRF) and recycling haulers to ask for their partnership and support.

The groups stress the importance of collecting valuable, recyclable plastics. “We are committed to increasing the available supply and the actual amount of plastics being recycled while at the same time reducing litter and waste,” explains CCMA Board of Directors chairman Jack Hoscheit. “We

want to assure recycling coordinators, MRF operators and other collectors of recyclables that plastics recyclers will process these bottles and recover the caps for recycling purposes,” continues APR’s CEO/Director Steve Alexander.

There are domestic markets for recyclable plastics, especially those types of plastics found in bottles, containers, and their closures. APR member companies report growing demand for recycled plastic resins such as the polypropylene and polyethylene commonly found in caps and lids. “The marketplace is eager to consume caps as an expanding source of material,” says Alexander.

(Continued, see Recycling, page 18)

PLASTIC RECYCLERS ANNOUNCE TESTING PROTOCOL

The Association of Postconsumer Plastic Recyclers (APR) announced today the release of its voluntary testing protocol for the effect of degradable additives on recyclable PET bottles. This protocol provides details for the general principles APR has presented throughout 2009.

“In recent months a number of degradable additives have been promoted for PET water bottles, stated Scott Saunders, Chairman of APR and General Manager of KW Plastics in Troy, Alabama. “APR is concerned about the impact of such additives on the recycling process, the making of the next use of the postconsumer plastic, and on the service life of the next use of the reclaimed plastic.” APR as an association comprised of plastic reclaimers who represent more than 90% of the postconsumer plastic reclamation capacity in North America. “Basically, if plastic recycling is happening, it is happening with an APR member, added Saunders.

The additives are designed to hasten the degradation of the PET polymer structure, resulting in conversion of the PET polymer to small fragments and/or methane and carbon dioxide.

(Continued, see Testing, page 18)

RECYCLING BOTTLE CAPS [CONT'D]

While this change to keep closures on bottles is an about-face from industry-based recycling requirements of years before, it is an indicator of long-lasting market demand and technological advances. "This call for caps on is here to stay. MRFs can trust in the ability to market bales of containers with caps on," says Alexander. CCMA and APR expect that this shift will take time as communities work to adopt their communication methods and at times, processing equipment.

"This is the beginning of a continued effort to increase the recovery of more plastic containers and closures," continues CCMA's Hoscheit. "It will not be a quick shift, but boosting plastic recycling rates is an important ongoing commitment."

As consumer products companies continue to reduce the environmental impact of their packaging and as recyclers work to supply growing demand for recycled materials, capturing caps on bottles will remain an important

practice. Studies show that the most effective way by far to recover that valuable material is by including it on the container itself as opposed to throwing them loosely into recycling containers. With approximately 1.5 billion pounds of plastic closures produced every year, there's plenty material to be recovered, reprocessed, and recycled. ●

Reprinted from the Association of Postconsumer Plastic Recyclers. January 31, 2012. www.postconsumer1.ipower.com.

TESTING PROTOCOL [CONT'D]

APR considers the degradation of otherwise-recycled and/or recyclable plastics means lost opportunities for the repeated use of molecules through recycling. "Our understanding of the life cycle implications is that repeated use of molecules through recycling leads to less environmental burden than single use of molecules," said David Cornell, APR's Technical Director. "Repeated use of molecules should lead to more efficient use of natural resources and complement overall sustainability efforts. Recycled plastics can be used for almost all applications original plastics serve including many that stress durability and physical performance. Buyers of recycled plastics want not only the sustainability features of recycled material, but assurance of performance. Degradable additives that weaken products or shorten the useful life of plastics would have a strongly negative impact on postconsumer plastics recycling."

The biggest problem facing reclaimers is that companies using the additive are marketing the bottles with degradable additives as recyclable. "We are very concerned that these claims are being made with no test results to justify such claims," said Steve Alexander, Executive Director of APR. "How can anyone make such a claim when no one has provided any data to show that these additives do not affect the next use of a reclaimed plastic? Many second life applications are in products designed to last 30 years or so, such as strapping, fiber and pipe."

According to John Burnes, President of Marglen Industries, and a major PET reclaimer whose customers use recycled resin in new carpet applications, "These additive agents are a very bad thing for plastics recycling. Their presence can damage the entire recycling stream and significantly reduce the value and markets in which recycled plastic may be used. The entire recycled

plastics industry is threatened by these products."

"Companies manufacturing and using these additives have said, 'give us a test' to justify their claims of recyclability," said Alexander. "Here it is."

The APR "Degradable Additives and PET Recycling Technical Compatibility Testing Guidance" document offers a method to examine the impacts of degradable additives on PET recyclability. The testing is intended to be useful with several concessions to practicality. For instance, testing is recommended to be conducted on fibers rather than on carpeting. The service life of carpets is proposed to be simulated through demonstration of effects with long term aging of fibers. Additive advocates may select, and are responsible for providing validation for, accelerated aging methods in lieu of real time aging.

Because the consequences of premature product failure are so

serious for recycled plastics, APR strongly recommends testing per its protocol for product applications which are likely to be recycled to demonstrate that the polymer with additives does not adversely affect processing or subsequent product performance.

Brand owners should remember that they are responsible for environmental claims made for their products, including degradation and recycling. The Federal Trade Commission has actively pursued "deceptive and unsubstantiated" claims. The APR voluntary testing protocol for the effect of degradable additives on recyclable PET bottles provides a framework for substantiating recyclability claims. APR encourages brand owners to use the protocol to substantiate claims. ●

Press release reprinted from the Association of Postconsumer Plastic Recyclers. Contact Steve Alexander, 202.316.3046.



THE NEW DYNAMICS WILL DEMAND THAT EFFORTS TO RECOVER PLASTICS PACKAGING BE INTENSIFIED.

RECYCLING: CPIA OFFERS EDUCATIONAL WEBINAR

BY CANADIAN PLASTICS INDUSTRY ASSOCIATION

The Canadian Plastics Industry Association is offering an education webinar on EPS recycling. This webinar notice is provided to WPA members for your information and possible participation.

Webinar: From Problem to Opportunity – The New Paradigm for Polystyrene Foam Packaging Recycling
March 8, 2012 10:30 a.m. (PST)

British Columbia's Recycling Regulation will change the face of the provinces' material recovery programs for printed materials and packaging. The new dynamics will demand that efforts to recover plastics packaging be intensified to meet regulatory objectives. That means yesterday's challenges are today's opportunities. Advancements in technologies and new markets are driving recycling of a broader range of non-bottle rigid plastics packaging. This webinar will focus on Polystyrene Foam, a substantial component of the commercial and residential non-bottle plastics packaging stream.

In British Columbia informed stakeholders will be best positioned to benefit from the new rules, implement new technologies, create productive partnerships and broaden service offerings.

Registration:

For full event details and registration info visit www.rcbc.bc.ca/CPIAWebinar

Who Should Tune In:

Waste & recycling service providers – Stay in the changing game, know what others know. The world demand for post use polystyrene is BIG and getting bigger.

Stewards – Stewardship plans benefit from effective cost control strategies; see one proven technology that demands consideration.

Industrial, Commercial, Institutional Operations – BC Recycling Regulations will impact the management of in-house packaging materials. Discover a low-cost solution to an expensive problem.

Governments – Under the Recycling Regulation the level of collection service will be an important consultation issue for governments; know your options.

Recyclers – Why does one East Coast recycler market tonnes of polystyrene foam monthly? Profit. Learn where the markets are and what the markets want.

Also learn about the latest Canadian PS densifier programs and CPIA partnerships.

Moderated by: Craig Foster, CPIA, BC Plastics Post-Use Recovery Consultant.

Presented by: David Thomson, consultant to the CPIA on post-use plastics recovery, will share CPIA's collective PS Foam recovery learnings from projects across Canada. David's expertise includes 5 years as president of the Canadian Polystyrene Recycling Association in Mississauga, ON. Participants will have a unique opportunity to draw on his experience. ●

Reprinted from the Recycling Council of British Columbia, www.rcbc.bc.ca/CPIAwebinar.



MINERAL
INCORPORATION
ALSO REDUCES
THE ENERGY
REQUIRED FOR
POLYMER
PROCESSING.

GREENHOUSE GAS REDUCTIONS: REDUCING THE ENVIRONMENTAL IMPACT OF PLASTIC PRODUCTS

BY FRANK RUIZ, PRESIDENT, PLASTIMIN LLC

California's implementation of AB32 has focused everyone on methods of reducing carbon dioxide and other greenhouse gas emissions from their operations. Passed in 2006, AB 32 requires the State of California to return to 1990 carbon dioxide levels. The regulations go into effect in 2013 and the first industries affected are cement, steel, utilities. These entities will be required to reduce emissions or pay for pollution credits—to the tune of millions of dollars. All industries will eventually be subject to this law and searching for ways to comply and avoid the huge cost of pollution credits is a main priority of manufacturers in the state.

Plastics processors are no exception. Several methods are being employed or considered to reduce emissions. The use of energy from renewable resources such as wind, solar, and geothermal is one method employed by converters. The use of bioplastics, or plastics derived from non-petroleum sources, is another. Unfortunately, conventional polymers based on renewable resources have limited availability. New biopolymers often require processing changes at the converter, have limitations on their end-use performance, or have a price disadvantage compared to conventional petroleum-based polymers.

The aftermath of Hurricane Katrina and the petrochemical supply disruptions experienced in late 2005 heightened converters' interest in plastics and other raw materials not derived from petroleum or natural-gas (i.e. petrochemical) feedstocks. In 2006 this desire provided the impetus for more converters to evaluate, then incorporate calcium carbonate mineral reinforcement into their products.

Beyond the fact that these minerals were not petrochemical-based raw materials, were there any other environmental benefits to their usage in commodity plastics? Energy is required to quarry the mineral and process into a powder form that can be used in plastics applications. Further energy is required to compound it into a carrier resin and a pellet that can be utilized by converters. We asked our mineral suppliers to conduct an environmental audit of their processing to determine their GHG emissions. We then added the environmental footprint of the compounding of the mineral into the polymer to determine the environmental impact of the finished pellet product.

The answer to this question is an unqualified "yes."

The industry-accepted value for CO₂ emissions for the production of LLDPE is 1096 CO₂ equivalent

lb./ton. For the production of reinforcement-grade calcium carbonate it is 255 lb. CO₂ equivalent/ton. An 80% calcium carbonate/20% LLDPE concentrate has a final carbon footprint of 687 lb. CO₂ equivalent/ton. Processing a blend of 80% LLDPE + 20% HM10®Max (or equivalent 80% calcium carbonate concentrate) yields a carbon offset of 82 lb. CO₂ equivalent/ton:

$$(0.8 \times 1096) + (0.2 \times 687) = 1014; \\ 1096 - 1014 = 82 \text{ lb. CO}_2 \text{ equivalent/ton.}$$

Mineral incorporation also reduces the energy required for polymer processing, yielding another estimated 13 lb. CO₂ equivalent lb./ton greenhouse gas reduction, for a total of 95 lb. CO₂ equivalent/ton. Thus, for every 1 million pounds of film produced with 20% calcium carbonate concentrate addition, a reduction of 47,500 lb. CO₂ equivalent has been achieved by the converter.

Production of fine-ground calcium carbonate releases significantly less methane than that of LLDPE (0.09 lb. CO₂ equivalent/ton vs. 426 lb. CO₂ equivalent/ton).

This analysis has been audited and confirmed by Boustead and Associates, and reveals that calcium carbonate mineral reinforcement indeed yields
(Continued, see Calcium, page 23)



THESE PROJECTS
HAVE QUALIFIED
FOR THOUSANDS
OF INCENTIVE
DOLLARS.

GREENHOUSE GAS REDUCTIONS: AB 32 IMPLEMENTATION DUE IN 2013

BY CORINNE MILLER, SHIP AND SHORE ENVIRONMENTAL

Under California's Landmark Greenhouse Gas Reduction Act signed by Governor Arnold Schwarzenegger in 2006, the State of California is required to return carbon emissions to 1990 levels. This must be accomplished by 2020. The first segments affected are those that emit in excess of 20,000 tons per year. This includes the power companies, cement manufacturers, refiners, steel and others. Under the cap-and-trade program approved by the California Air Resources Board (CARB), these entities will be required to purchase pollution allowances to lower their intensity factors and spend millions of dollars for additional pollution control equipment. If the companies can reduce their emissions through pollution control equipment or improved efficiencies, they will not have to purchase as many credits.

While the "top emitters" will be hit in 2013, CARB will be lowering the emission levels eventually to bring other industries into this program. The plastic industry will eventually be covered by AB 32. Companies should begin to consider their emission factors earlier than later.

In addition, the state's utilities are also under mandate to purchase 30 percent of their power from renewable sources such as solar and wind. This will defi-

nately increase energy costs beginning next year. Utilities are asking the Public Utilities Commission for rate increases to begin to develop the "hardware" in the ground to transmit the renewable energy throughout the state's power grid. Renewable energy sources are going to cost approximately 20 percent more than historical utility portfolio.

The good news is that there are millions of dollars in incentives that have been set aside to assist business with implementation of Energy Conservation projects this year in California and other areas of the country. Businesses can tap into these resources by participating in an energy audit, applying for incentives and implementing the recommendations. Energy audits are usually available for a minimal charge and will identify energy consumers and recommend ways to reduce consumption.

A company like Ship and Shore Environmental which specializes in energy conservation and pollution control devices will become a mainstay in the state's quest to lower emissions and energy consumption. Pollution control manufacturers can assist manufacturers with meeting environmental regulations such as California's AB 32 (carbon footprint reduction) through proactive development of energy-efficiency solutions.

These companies can help your manufacturing facility with customized engineering solutions that integrate various green technologies to reduce electrical usage, natural gas consumption and associated GHG emissions to lower energy costs and improve efficiency of operation. Our company can provide manufacturers with:

- Energy Surveys
- Energy Reduction Design Solutions
- Project Implementation
- Financial Incentives
- Heat Recovery Systems
- Heat Exchanger Applications
- Lighting Efficiency & Retrofit Solutions
- Solar Power Applications (Solar PV & Solar Thermal)

Ship and Shore has assisted many clients with the utility incentive application process mentioned above and implementation of reduction solutions. These projects have qualified for thousands of incentive dollars and can be as much as 40-50% of the energy efficient equipment cost. In addition, the resulting return on investment usually be a only a few months with continued savings for years to come.

For more information on AB 32, energy reduction surveys, or how
(Continued, see AB 32, page 23)



LAO SUGGESTS THE LEGISLATURE TAKE MORE TIME TO DETERMINE BEST USE OF CAP-AND-TRADE REVENUES.

GREENHOUSE GAS REDUCTIONS: CA LEGISLATIVE ANALYST OFFICE REPORTS ON USE OF CAP AND TRADE AUCTION REVENUES

BY CMTA CAPITOL REPORT

The California Manufacturers and Technology Association is the leading association representing a broad base of manufacturers from throughout California. WPA is reprinting this news report to help educate members on the issues associated with AB 32, the Green House Gas Reduction Program which goes into effect in 2013. AB 32 requires the state to return to 1990 carbon emission levels and further requires the largest emitters to either reduce, or purchase credits—i.e. “cap-and-trade.” Governor Jerry Brown has proposed in his 2012 budget to use the revenue from cap-and-trade for other general fund programs, including funding the state’s high-speed rail line.

CA Legislative Analyst Office Report:

The Legislative Analyst’s Office issued a new report on the use of cap-and-trade auction revenues and the governor’s budget proposal to use these revenues for various purposes, including offsetting up to \$500 million in general fund costs for greenhouse gas mitigation activities, which the Legislative Counsel has opined would be a legal use of such revenues. (CMTA believes that CARB does not have legal authority to auction allowances under the provisions of AB 32 and thus the use of the revenues

for mitigation activities would also be illegal). The LAO suggests that the Legislature take more time to determine the best use of cap-and-trade revenues.

Selected highlights of the report include:

“Billions of dollars in revenues from the auction of allowances will likely become available as a result of ARB’s cap-and-trade program. The amount of revenues could range greatly depending upon the cost of directly reducing GHG emissions, the state of the economy, and other factors. Using ARB’s floor and ceiling prices for allowances, the actual cap-and-trade revenues from ARB’s auctions for 2012–13 could range from roughly \$660 million to upwards of approximately \$3 billion.”

“Under the Governor’s (budget) proposal, the Legislature would have little opportunity to review a detailed plan on the use of the auction revenues. This is because the Legislature would only be provided an expenditure plan and notification 30 days before the administration allocates the revenues to specific programs. Such an approach would make it difficult to ensure that the plan is aligned with legislative priorities. This is particularly concerning given that the particular uses of

the auction revenues could impact—positively and negatively—the effectiveness and efficiency of the cap-and-trade program in meeting the goals of AB 32. Thus, we believe it is important that the Legislature have an opportunity to review and approve an annual expenditure plan regarding the allocation of cap-and-trade revenues.”

“... any use of revenues (whether to initiate new programs or offset the costs of existing programs) will be subject to the Sinclair nexus test and, thus, must be used to mitigate GHG emissions. Based on our preliminary analysis of GHG mitigation activities that are currently funded by the General Fund, we have identified only a handful of programs—totaling around \$100 million—that could potentially meet the above legal requirements.”

“Given the state’s fiscal condition, we believe that the Legislature should first use the revenues in 2012–13 to offset General Fund costs of existing programs designed to mitigate GHG emissions. Since the Legislature will need to decide which General Fund costs to offset as part of the 2012–13 budget process, such decisions are best made this spring. In addition, the

(Continued, see Cap and Trade, page 23)

CALCIUM CARBONATE [CONT'D]

positive environmental benefits in addition to the raw material cost savings often realized in today's volatile commodity polymer market.

While AB 32 currently applies to a limited number of manufacturers who emit more than 20,000 tons per year of CO₂, the California Air Resources Board (CARB) will be lowering those emission levels and taking in thousands more manufacturers and con-

sumer product companies. CARB is looking at all sorts of schemes to achieve compliance. You will be hearing more and more about AB 32 and greenhouse gas emission programs in the future. And this is not limited to just California. Provinces in Canada have already adopted GHG programs and many western states were poised to join California in mandatory reduction programs before the recession hit in 2008.

As these programs and other product stewardship regulations progress, we will be telling you more about ways to achieve compliance and develop a sustainable option that companies will be able to utilize to show customers that the carbon footprint of plastic products can be lowered in an economic and easy processing manner. ●

AB 32 [CONT'D]

you can start taking advantage of these incentive programs please contact Anoosheh Mostafaei at anooshehm@shipandshore.com (or at 562.997.0233).

There is also information available on the Greenhouse Gas Reduction Program and the Cap and Trade Program at the CARB website: <http://arb.ca.gov/cc/capandtrade/capandtrade.htm>. ●

CAP AND TRADE [CONT'D]

Legislature will need to begin the process of determining how effectively to allocate the remaining auction revenues on new or expanded programs. However, these latter decisions, which require an array of information to make, do not need to be done

as part of the 2012–13 budget process.” ●

Reprinted from the California Manufacturers and Technology Association Capitol Report, February 17, 2012. www.cmta.net.



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OUR BIGGEST CHALLENGE HAS BEEN THE STATE'S ECONOMIC CRISIS.

ANTI-LITTERING CAMPAIGNS: WHO IS HELPING KEEP CALIFORNIA BEAUTIFUL?

BY CHRISTINE FLOWERS, KCB EXECUTIVE DIRECTOR

Anyone who works collaboratively, focused on maintaining the state's natural landscape through public partnership, voluntary resource conservation, beautification and clean-up efforts is doing their part to Keep California Beautiful. This fits our motto, "Efforts of One Result in Power of Many," said Christine Flowers, Executive Director of Keep California Beautiful (KCB). KCB is a nonprofit organization established in 1991, through a Proclamation of then-Governor Deukmejian to steward non-partisan environmental leadership and beautification efforts through public-private partnerships at both the state and local

level, as the State Affiliate for Keep America Beautiful (KAB).

KCB functions in multiple partnerships and collaborates with individuals, communities, state and local governments and corporate sponsors. Our biggest challenge has been the state's economic crisis which has led to funding shortfalls from many of our major contributors as well as volunteer staff manager position loses at the local government level. KCB partner organizations, their representatives, and the California KAB Local Affiliates won 6 community-based and 2 individual awards at the 2011 Keep America Beautiful National Conference. Our success, how-

ever impressive, has been limited by funding for staff and operations and remains a constant challenge.

KCB is currently working on a number of campaigns and programs to aid litter prevention, source reduction and recycling efforts of interest to plastics manufacturers and their supply chain. Plastics and packaging manufacturers can play an important part in aiding KCB by supporting one or more of our initiatives through sponsorships and in-kind donations. The KCB approach is to promote material neutral source reduction and behavior modification education

(Continued, see KCB, page 25)

Make a Difference VOLUNTEER FOR THE GREAT AMERICAN CLEANUP

The Plastics Foodservice Packaging Group of the American Chemistry Council is looking for industry volunteers to participate in this year's Great American Cleanup in San Jose, CA.

March 17 • 8:30–11:30 AM

Plastics industry employees will join hundreds of other volunteers in cleaning up local creeks, parks, and roadsides. This event is a great opportunity for you or your fellow industry employees, as part of a company outing, to raise awareness of how the plastics industry can be part of the effort to rid our local communities of harmful and unsightly litter. All volunteers will receive a commemorative t-shirt!

To participate: contact Ryan Kenny of the American Chemistry Council
916.448.2581 or ryan_kenny@americanchemistry.com.

Deadline to register is Tuesday, March 13.
Do your part and make a difference by signing up today!

KCB CAMPAIGNS [CONT'D]

tools for our outreach partners and the public. This is possible by partnering with communities in eight of California's ten largest cities and smaller volunteer driven community groups. Together we promote and educate the public about good stewardship practices, including promoting best practices for individuals, businesses, industry partners and governmental agencies.

For our ongoing program efforts, KCB promotes and develops the infrastructure for California public space recycling opportunities. This includes placement of recycling bins in State Park beaches, Caltrans rest areas, and other large community park systems

and public right of ways through the Plastics Too Valuable Too Waste™ Partnership and a partnership with Creative Outdoor Advertising. Additionally, we have partnered with Caltrans and KAB to coordinate the first large pilot program which includes behavioral research and installation of ash/cigarette butt receptacles in state highway rest areas. Annually, in support of youth education and empowerment, KCB teams with California schools and its board member organizations, to operate several statewide programs that organize statewide school and youth and recycling contests including Recycle Rex Challenge,

K-12 CA School Recycling Challenge, and Recycle.Goal.

In 2012 we are working on many annual state wide events as primary coordinator. To commemorate Earth Day in April, KCB and partner agencies Caltrans, California Highway Patrol, CalRecycle, Department of Toxic Substances Control, CalEPA and California Department of General Services will celebrate the "California Statewide Litter Collection, Enforcement and Beautification Day" on April 19, 2012. McDonald's locations in northern California will be supporting this effort with organized e-waste/techno trash recycling events at selected locations in

March and April. In November, KCB is the State Leader for America Recycles Day. The newest initiative is to promote *LitteringIsWrongToo.org* campaign as our new statewide outreach for 2012-2013 [see ad samples below]. Based on the most recent national litter behavior research, this campaign aims to get the attention of men and women ages 18-34. So far the campaign has helped spread awareness of the littering habits to its intended audience. This campaign is getting ready to launch in Southern California with focus in the San Diego and Los Angeles media markets for (Continued, see KCB, page 26)

SENDING MOTHER'S DAY FLOWERS C.O.D.

LitteringIsWrongToo.org



GAS STATION SUSHI.

LitteringIsWrongToo.org



SHAVING THE CAT.

LitteringIsWrongToo.org



KCB CAMPAIGNS [CONT'D]

KCB as part of a pro-bono media placement by KAB. The campaign will also launch in three other markets including Washington-Baltimore, New York City, and Raleigh-Durham.

KCB is launching this campaign statewide with government and NGO partners, and is looking for private-sector funding to leverage the limited resources available in and for California. This campaign is intended to be a 1–2 year project. Initial implementation includes signage in bus shelters, bus tails, bus interiors

and shopping centers paid for by KAB, but activation events in various locations and continued media exposure through radio, outdoor advertising and social media outlets is critical for its success. Our fundraising target is \$1.8 million for complete activation in four media markets (Bay Area, LA, Sacramento, and San Diego.) The overall goal of this campaign is to raise awareness and help reduce litter, which is estimated to cost the local governments, state agencies and businesses approximately \$500 million annually to clean up.

At KCB we want Californians to help take individual responsibility for where we live, work, and play and have a beautiful place to raise and leave our kids and hope that you will be part of the effort.

Learn more about KCB and the LitteringIsWrongToo campaign at keepcabeautiful.org. ●



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ANTI-LITTERING CAMPAIGNS:

JOIN THE 23RD ANNUAL GREAT LOS ANGELES RIVER CLEAN UP

BY SHELLY BACKLAR, FRIENDS OF LOS ANGELES RIVER

Friends of the Los Angeles River (FoLAR) will host the 23rd Annual La Gran Limpieza: The Great Los Angeles River CleanUp on April 28, 2012. Four thousand volunteers are expected to fan across fifteen river locations to pull twenty-five tons of trash from the Los Angeles River at this massive work-party celebration. This year, Keep America Beautiful has selected FoLAR's La Gran Limpieza as one of ten events happening in cities across the nation for The Great American Cleanup 2012. Corporate sponsorships are still available for the event by contacting 323.223.0585 or contact@folar.org.

FoLAR will continue its traditional Trash Sort during the cleanup, staffing stations at five river sites with students opening every fifth bag of trash and recording content data. FoLAR's "A Trash Biography," a comprehensive analysis

of FoLAR's trash sort data to date, was published in November 2011. It reports that by volume, plastic film is generally found to be the largest trash category in the Los Angeles River. Download a copy of the report at www.folar.org.

As part of the 2005 Plastics Industry Task Force on the Los Angeles River, FoLAR partnered with industry professionals to recycle plastic pulled out of the Los Angeles River. This collaboration influenced the City of Los Angeles to include plastic bags in its curbside recycling program, which is the largest residential curbside recycling program in the United States.

Revitalization efforts for the Los Angeles River have progressed tremendously in the past year. The Los Angeles River was chosen as one of seven rivers in America

for the Urban Waters Federal Partnership, and Los Angeles River Trails were highlighted as one of two sites in California for President Obama's America's Great Outdoors Initiative. Interior Secretary Ken Salazar held a press conference at the Los Angeles River in January to celebrate these two federal designations, which promise federal support for a clean, healthy river bordered by a greenway from the mountains to the sea. Also, very recently, additional funds were allotted to continue the U.S. Army Corps of Engineers' Ecosystem Restoration Feasibility Study, which upon completion in 2013, may result in habitat restoration and the future removal of some river concrete. The vision of a swimmable, fishable, boatable Los Angeles River is within our reach! Won't you join us? ●



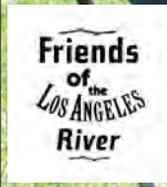
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WPA TODAY published by:

Western Plastics Association
1029 J St., Suite 300
Sacramento, CA 95814

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