

WPA TODAY

THE NEWSLETTER OF THE WESTERN PLASTICS ASSOCIATION

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**SAVE THE DATE:
SEPTEMBER 10**

**WPA SoCal
Meeting**

**SHLUKER AWARD!
PLUS GLOBAL
CONSOLIDATION**

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SEE PAGE 46

FEATURE:

OCEAN DEBRIS: WHAT A MESS!

BY ROBERT BATEMAN, ROPLAST INDUSTRIES

I have been writing articles on marine debris for the WPA newsletter and its predecessor, the Die-Line, for over 10 years. At the WPA meeting last Tuesday, Dr. Patti Debenham, a consultant who has worked with the Ocean Conservancy for many years, gave us an update on the current state of scientific investigation into marine debris.

The questions I had in my mind before her talk were:

- What do we know now about the questions that puzzled us 10 years ago?
- What is the plastic industry contributing to the research?
- Are we any closer to the necessary international agreements which will be required for any real progress towards a solution? and
- Are there now decent, accepted scientific facts, as opposed to facts provided by committed advocates, that can be used to inform the political programs, including the single use bag bans and the meetings of the Committee of the Californian Legislature

which is moving towards some form of producer responsibility?

To the extent that Dr. Debenham dealt with these questions the information she gave was depressing, which is consistent with the knowledge I gain year by year.

The puzzling questions are:

- Where does the plastic debris come from and what is it?
- What are the small plastic pieces, emphasized by Algalita, made of and are they a potential health hazard as claimed by Algalita?

The answers to many other questions posed by environmentalists, such as the danger plastic bags pose to marine life (not significant), and the size of the gyres (large but fragmentary), have been known for a while but the environmentalists are winning the public relations campaign.

We did not learn much new regarding the origins of plastic debris in the seas. None of the good ideas suggested in Captain Charles Moore's book, such as putting markers in resin so that

the origin of items of debris could be established, seem to have been considered. So, it remains possible for a wide range of claims about the origins of plastic debris to be presented as valid.

There was some encouraging news about small particles, which are being studied by the Ocean Debris program of NCEAS. NCEAS is sponsored by UC Santa Barbara. It arranges collaborative programs on defined issues for scientists from around the world. The list of scientists studying the marine debris program is impressive, the program is funded for 3 years but they only meet a few times a year and progress is likely to be slow. NCEAS was established on the initiative of the Ocean Conservancy and Dr. Debenham played a major part in this. From what she said, the direction of the research suggests that micro particles are much less pervasive than suggested by the Algalita studies and that there is little or no research clarifying whether they do represent
(Continued, see Ocean, page 2)

OCEAN DEBRIS [CONT'D]

a danger to the food chain. The NOA 2008 Workshop in Tacoma, which many of the NCEAS study team attended, came to the same non-conclusions; progress is slow. The NCEAS program looks to be something that should be supported strongly by everyone interested in plastic marine debris.

Why does research in this area get so little support? A cynic might suggest that the risks of finding out the truth are high for both the environmentalists—the truth might not support their self-serving claims—and the plastic industry—many years ago a member of the APC Executive Committee told me that he thought that the support given to research into marine debris was so limited because the truth might be dangerous to the industry. From the perspective of T-shirt bag manufacturers in many parts of the world, particularly California, the present situation must be worse than anything to which the truth might lead. But then, the industry in general might not be too distressed to have the single-use bag as the target—as the data from Ireland shows, any reduction in single-use bags is offset by a more or less equivalent increase in the sale of kitchen trash bags.

So, did Dr Debenham give us any reason to suppose that the industry is being proactive in a practical way? No, is the short answer. While a number of marine-oriented NGOs are investigating marine debris, the resources involved and international co-ordination appear lim-

ited. Dr Debenham did not credit the plastic industry for any useful work or contribution to research. The only mention of “industry” involvement was Nestle’s support of ‘As You Sow’, an NGO promoting corporate responsibility which has a packaging program dealing with toxicity and extended producer responsibility in packaging (www.asyousow.org).

My own experience confirms this answer. A month or two ago I attended an ACC-sponsored webinar on marine debris. It turned out to be a primer on how to give ‘correct’ answers to threatening questions, such as how big is the gyre. The SPI Operation Clean Sweep (OCS) resin pellet program, that was adopted by many Californian converters 10 years ago, was presented as part of a solution to marine debris, as indeed it is—although without independent auditing it is unconvincing to environmentalists and actually me. I raised the question of independent OCS auditing at the webinar, but it was not answered nor, I suspect, its significance understood.

In fact, the number of pellets found in ocean debris has declined dramatically in the last 15 years as one of Dr. Debenham’s tables showed. It would be nice to think that it was because of the extra care taken by the industry including OCS and that may be part of the answer. Another reason may be that packing and handling methods for ocean shipping have changed. My neighbor suggested that the increased price of resin might be an influence. But whatever the

reason, it is really good news. Captain Moore should take some credit.

Dr. Debenham had nothing to say about my third question regarding international agreements and, as far as I can tell, this is not on any agenda. There was a conference on ocean debris in Hawaii last year involving a range of interested parties from around the world including the resin suppliers, and a press release was issued proclaiming international co-operation. It looked like public relations and I have seen nothing since suggesting that that it was not. One day, something like the late lamented Larry Johnson’s idea that there should be a miniscule fee on every pound of resin sold worldwide, with the proceeds spent addressing the marine debris issue, will be adopted. It may not be too little but it will almost certainly be too late.

Finally, did we learn anything from Dr. Debenham, that could be used to inform the political discussions and proposals that face us in California? The answer to this is not yet. She did say that scientists had serious questions about the validity of the claims of Algalita, specifically the number of plastic pieces in relation to the number of natural organisms. But no serious, transparently independent scientist is challenging Algalita publicly. Why would they when Algalita is controlling the agenda and is the only organization devoted to plastic debris. It is interesting to read the information supplied

(Continued, see Ocean, page 3)

WE DID NOT LEARN MUCH NEW REGARDING THE ORIGINS OF PLASTIC DEBRIS IN THE SEAS.

OCEAN DEBRIS [CONT'D]

to the 'California Committee Formed on Marine Debris' held on June 5, 2013 [click here for the report]. The old chestnuts are asserted. Extracts:

"...West Coast communities are spending approximately \$13 per resident a year to combat and clean up trash, much of which would otherwise end up as marine debris ... then these West Coast communities are spending more than \$520,000,000 ... each

year to combat litter and curtail marine debris"

"...The United Nations Environment Program has declared plastic marine debris and its ability to transport toxic substances one of the emerging issues in our global environment."

All the evidence suggests that most plastic trash in the Pacific comes from Asia and that this trash gets to California. As Dr. Debenham explained, the jury is

still out on the extent and role of small plastic particles despite Algalita claims. I doubt that the legislators are aware of these views.

So, what grade should be given to the industry for its handling of the ocean debris issue in the 11 years since Captain Moore spoke to the CFECA meeting? Not high. During those years, CFECA and WPA has sent letters, arranged meetings, sponsored conferences

and suggested proactive steps that could be taken. I am not sure that anyone in the companies and organizations with the money, power and influence in the industry has even taken us seriously. For now, it is the single-use bag industry that is paying the price, particularly in California. But that is just the start unless leaders in the industry decide to get involved and do what is needed and right. ●

WPA JOINS IN PROMOTING resinGEAR—RECYCLED CLOTHING AVAILABLE FOR WPA MEMBERS

The Western Plastics Association has joined with SPI in promoting a line of branded clothing made from recycled plastic that will work as uniforms, business gifts, gear for meetings, trade shows and other events.

The brand name is resinGEAR.

Along with WPA and SPI the other plastics associations joining in this effort are the Canadian Plastics Industry Association (CPIA), the Plastic Pipe Institute (PPI).

Part of the proceeds from sale of the clothing and other gear will go back to the associations to help support their sustainability programs.

The colorful (to say the least) resinGEAR items you see with this post are a small sample of the executive, promotional,

uniform, and sports gear in the line, which includes many more shirts, plus jackets, hats, tote bags, and more. Most of the items are available in more colors than what you see on this page, including white, gray, black, and navy blue.

The clothing and other resinGEAR items can be customized and branded with the buyer's logo and company name, and the variety of choices means everyone connected with a company, from top managers to production staff to customers can visually demonstrate the company's sustainability commitment. The website [www.resingear.org] describes the recycled content in detail.

All the resinGEAR merchandise is made in the USA or Canada,



and not only is the clothing made from recycled plastic, but it also is itself recyclable.

For more information on how to purchase these great shirts and other items, please contact the

Western Plastics Association at info@westernplastics.org.

We will have samples to show you at the next meeting, September 10 in Norwalk, CA. ●





*John Picciuto, President
of the Western Plastics
Association*

*WPA HAS BECOME
AN INTEGRAL PART
OF THE RESPONSE
MECHANISM IN
STATE CAPITOLS.*

PRESIDENT'S REPORT: THE VALUE IN COLLABORATING ON A WIDE RANGE OF ISSUES AND PROJECTS

BY JOHN PICCIUTO, WPA PRESIDENT

For my two year anniversary as President of the Western Plastics Association, I wanted to step back and review our goals as outlined in the first *WPA Today* newsletter in 2011. Our intent was to be the "voice" of the plastics industry in the West, and thanks to the efforts of a supportive board of directors and an engaged membership I think we have done just that.

The western states often influence the national legislative debate, and because of that the WPA has become an integral part of the response mechanism in state capitols. Such issues as marine debris, extended producer responsibility and product bans start in the West and progress to other parts of the country. We have recognized the value in collaborating with such groups as the American Progressive Bag Alliance, American Chemistry Council, SPI and Plastics News on a wide range of issues and projects. We have been able to provide a forum for networking and education, and

our meetings have been well attended from British Columbia to Los Angeles. Thanks to your input our newsletter has been filled with articles that are of great interest to our growing membership on topics ranging from recycling to sustainability.

The continued growth and success of the Western Plastic Association is dependent on our membership realizing the value of the WPA:

- As an educational resource;
- A voice of reason and science to legislators;
- An opportunity to connect with other members of the industry.

If you feel we have been successful in these efforts over the last two years, then I hope you will invite other interested parties to our next meeting on September 10th in Norwalk. See you at the meeting. ●



HUB IS READY TO REVIEW YOUR SPECIFIC INSURANCE SITUATION AND EARN YOUR BUSINESS.

BUSINESS ISSUES: WPA ANNOUNCES NEW INSURANCE PROGRAM

For most companies, the cost of various required insurances is a significant part of their business expense. For your annual budget, the premiums and costs for maintaining these insurance policies just keep going up and up. The Western Plastics Association is pleased to announce that we have formed a partnership with HUB International Limited to provide WPA member companies with a program designed to keep both their insurance costs and claims costs at a minimum.

HUB International Limited, headquartered in Chicago, IL, is a leading global insurance brokerage that provides a broad array of property, casualty, risk management, life and health, employee benefits, investment and wealth management products and services. HUB has 300 offices and 6,000 employees and is licensed in all 50 states and every province and territory in Canada. HUB is ranked as one of the world's 10 largest insurance brokers and ranked number one in revenue among the top 100 privately held property/casualty

agencies in the US. Several WPA members already have insurance coverage through HUB.

HUB International is a WPA member represented by Todd Sincock of their Anaheim, Calif. office. HUB was the sponsor of the March 12 WPA dinner and program in Norwalk, and Dennis Fiszer, Chief Compliance Officer of HUB, was the speaker for the evening on the topic "Obama-care: Countdown to 2014."

The WPA Board feels that HUB's product expertise, clout in the marketplace, and knowledge of the specific needs of the plastics industry will be a major advantage in helping WPA members control their insurance costs now and in the future. "HUB's regionally focused structure and team concept allows us to handle all sizes of clients and give them the attention they need and deserve. We are extremely excited to further our partnership with the WPA and offer an insurance program that will help its members," says Todd Sincock, Vice President.

With all the pending changes, you owe it to your company to be informed of the best program that meets your needs for all your insurance coverage. A top-rated insurance company and broker who has knowledge of plastic manufacturing companies could help. If you would like to see if you can reduce your insurance costs for your current policies, or need help on preparing for new healthcare mandates, HUB International is ready to review your specific insurance situation and earn your business.

We invite you to call Todd Sincock today to learn more about HUB. Contact Todd at 714.922.4246 or todd.sincock@hubinternational.com. For additional information about HUB International, visit www.hubinternational.com.

Look for additional information about the WPA/HUB International insurance partnership soon on the WPA website (www.westernplastics.org) and in an upcoming e-mail to WPA members. ●



THE MAJORITY OF ENERGY COSTS ARE USUALLY INCURRED BY A FEW PIECES OF EQUIPMENT.

BUSINESS ISSUES:

ENERGY MANAGEMENT: MAKING AMERICA MORE COMPETITIVE

BY CORRINE MILLER, SHIP AND SHORE ENVIRONMENTAL

We all want American manufacturers to become more competitive in the global marketplace. This can only come through innovation and careful use of resources.

America spends about 9% of its gross national product for energy, consuming about 25% of its energy for producing 22% of the world's gross national product, while some nations such as Japan and Germany produce the same or greater GNP per capita with significantly less energy than America. The Energy Independence & Security Act was passed by Congress in 2007 to focus on moving America toward renewable fuel production for consumer protection and to increase energy efficiency of buildings, manufacturing plants, vehicles, greenhouse gas capture and storage, and to improve the energy performance of the federal government.

Changing energy use patterns and implementing proven technologies to optimize energy consumption are a necessity to achieving true energy efficiency. However, the single most important ingredient for successful implementation of an energy management program (EMP) is commitment to the program by top management. Without the support of top management most energy management programs will fail. It is also very

important to designate a single person who has responsibility for coordinating the program and providing back-up talent necessary from several disciplines.

Most successful energy management programs have an energy management committee, and often subcommittees are used to gather and implement the proposed solutions. A technical committee may be used for coordination with plant-level people and technology research while a steering committee provides support through all organizational levels from cost allocation to educating the work force about the program.

Typically, energy cost allocation for many manufacturing businesses is accounted for as part of general overhead. In order for individual managers and supervisors to hold themselves responsible for controlling energy costs it is best to allocate energy costs down to "cost centers" for a facility. It is critical for the energy management steering committee, or designated energy program manager, to find the "pulse of energy consumption" in a plant. Cost centers provide an effective system of reporting energy when they are used with metering devices. To be effective basic energy accounting must include energy use monitoring, energy use record, and a performance measure. These may be imple-

mented in four phases: (1) development of baseline energy consumption footprint, (2) design and installation of accurate metering, (3) development of an energy budget, and (4) publication of regular performance reports including variances.

Monitoring, targeting, reporting, and continuous improvement techniques should be viewed as an ongoing cyclical process that provides accountability in relationship to performance of an energy management program.

The majority of energy costs are usually incurred by a few pieces of equipment and HVAC systems. High energy use equipment should be metered and monitored carefully. Major high energy use equipment includes: steam boilers, compressed air systems, presses, extruders, ovens/dryers, chilled and hot water systems, and others.

To motivate employees the commitment from top management must be clearly communicated through all levels of management down to each worker. This can be done through news updates, employee training, incentive pay for ideas that are implemented, and visibility within the company through recognition.

According to a survey by the Association of Energy Engineers, energy conservation helps to

(Continued, see Energy, page 7)

ENERGY MANAGEMENT [CONT'D]

reduce about 92% of maintenance material cost, 71% of maintenance labor cost, 33% of capital investment, and 63% of procurement cost. Moreover, approximately 44% of the companies surveyed believed that energy conservation helped them to increase their public image.

The efficient and effective use of energy to maximize profits and enhance global competitiveness is the main goal of energy management. Many incentive and rebate programs are available throughout the country to assist businesses with implementation of energy-efficiency measures. An energy assessment is the first step toward development of an energy management program.

Energy management maximizes profits by reducing costs:

- 5-15% of energy cost reduction may result without capital expenditure
- 15-30 % of energy cost reduction may result with low cost and/or short payback
- 30-50% of energy cost reduction may result with higher cost and/or longer payback

When top management supports the energy management program manager (EMPM) and committees with measurable goals, rewards, and recognition success is inevitable. Early energy project selection is very important and should be seen as a positive step toward continued success of the program. Publishing the success of early projects in the company newsletter, and sharing the details with employees at meetings, will

enhance how the program is viewed by the workforce. Employers who give recognition to employees who suggested and/or implemented a successful energy-saving project will receive dividends in employee morale and support for new projects.

Energy management positively impacts:

- Productivity
- Sustainability
- Carbon footprint
- Greenhouse gas emissions
- Energy security

The first step to development of an effective energy management program is a thorough facility survey, assessment, and review of all energy consuming equipment. Evaluation of the data collected during the facility survey can then be used to provide recommendations for energy-reduction solutions, and identification of projects with the greatest payback vs. investment. Many projects can be implemented by the internal work force with proper guidance from industry experts. Capital project improvements may require a third party

for evaluation and proper allocation of incentive funds.

Many successful projects have been designed and implemented by Ship & Shore Environmental for WPA members. As a benefit to WPA members, Ship & Shore Environmental offers “free” initial consultations and energy-efficiency assessments. Benefits include expert advice and recommendations for energy-efficiency improvements and assistance with application to energy incentive/rebate programs. ●

ENERGY UNITS AND ENERGY CONTENT OF FUELS

1kWh	3412 Btu
1 ft³ natural gas	1000 Btu
1 Ccf natural gas	100 ft³ natural gas
1 Mcf natural gas	1000 ft³ natural gas
1 therm	100,000 Btu
1 barrel crude oil	5,100,000 Btu
1 ton coal	25,000,000 Btu
1 gallon gasoline	125,000 Btu
1 gallon #2 fuel oil	140,000 Btu
1 gallon LP gas	95,000 Btu
1 cord of wood	30,000,000 Btu
1 MBtu	1000 Btu
1 MMBtu	10⁶ Btu
1 Quad	10¹⁵ Btu
1 MW	10⁶ watts

Reference: *Guide to Energy Management* by Barney L. Capehart, Wayne C. Turner, William J. Kennedy Seventh, 7th Edition



A PROPOSED TAX ON PLASTIC SHOPPING BAGS WOULD ADD ENORMOUS OPERATIONAL PRESSURES AND COSTS TO MERCHANTS.

BAG BAN:

NEW YORK CITY COUNCIL PLANS PLASTIC-BAG CRACKDOWN

BY TESSA BERENSON, CRAIN'S NEW YORK BUSINESS

The plastic-bag police are back. Stymied five years ago in their attempt to tax the plastic bags that most city shoppers rely on, environmentalists will try again to get New Yorkers to employ reusable ones.

City Councilman Brad Lander is leading the cause and plans to introduce legislation to reduce plastic bag use. The Brooklyn Democrat said he is considering taxes, fees or bans on bags.

Through his coordination with environmental advocacy groups and business associations, he hopes to find a solution to plastic bag waste that will benefit the environment, businesses and shoppers.

In 2008, Mayor Michael Bloomberg tried to impose a tax of six cents per plastic bag, but the measure failed amid opposition from consumers and retailers. Instead, New York passed a law requiring medium-sized chain businesses and stores over 5,000 square feet to recycle plastic bags returned by consumers.

Lander believes more aggressive measures need to be taken. "The evidence is in, and even with the [2008 law] New Yorkers continue to use more than 1 billion plastic bags a year," he said. "The bags continue to wind up in our waste stream, in our trees, in our recycling system, and in our storm drains."

Though Bloomberg's tax was rejected, Mr. Lander thinks his new legislation will fare better. Since 2008, there have been numerous successful efforts to curb plastic bag use around the country. Taxes and bans have been instated in many cities and counties, with dramatic results. In 2010 Washington, D.C., implemented a tax of five cents per bag, helping to reduce plastic bag use by more than 50 percent. In 2012, San Francisco passed a sweeping ban forbidding stores and restaurants from handing out plastic bags to customers.

"There's a lot more data now about what works and I think we can really learn by what's been done effectively around the country," Lander said.

The city could not collect a bag tax without approval from the state Legislature, but the councilman is pondering an end run around Albany. He said places such as Los Angeles County require that stores charge for plastic bags rather than tax them, circumventing the need for state approval. If retailers were compelled to charge for plastic bags and not pass the money on to the city, Albany's permission would not be required, according to Lander.

Opposition to a tax on plastic bags could come not just from retailers and restaurateurs but

from advocates for low-income families. In addition, when a bag tax was last floated in the city, shoppers noted that they use plastic shopping bags to clean up after their pets, store leftovers and dispose of garbage, and for other household needs.

Grocers expressed fear that a plastic bag crackdown would increase demand for paper bags, which are bulkier and pricier.

"The bottom line is that a proposed tax on plastic shopping bags would add enormous operational pressures and costs to merchants," said Melissa O'Connor, assistant director of government relations for the Retail Council of New York State. "Our opposition is underscored by the regressive tax it would impose on customers shopping in our stores whose paychecks are already stretched thin."

Lander is attempting to address these concerns in his proposal. "We've sat down and had productive dialogues with the grocery store associations and restaurant associations, and we're hopeful that we will find a way [to reduce plastic bag use] that works for the business community as well," he said.

The push to restrict plastic bag use is spurred by pragmatic and environmental concerns. When plastic bags find their way into

(Continued, see NYC Ban, page 9)

NYC BAG BAN [CONT'D]

the recycling waste stream, they become tangled with other materials, jamming the sorting machines. In addition, advocates for a bag bill say New York City pays about \$10 million annually to move 100,000 tons of plastic bags to landfills, where they will languish for up to 1,000 years. Environmentalists add that birds and marine animals representing 267 species die every year from ingesting or becoming entangled in debris, including plastic bags.

"You know we have a problem when many New York trees have more plastic bags than birds in their branches," said Lander.

Lander is working with BagIt-NYC, a coalition that includes organizations such as Citizens Campaign for the Environment and the New York Restoration Project, to garner support for his effort. The coalition will hold an information session June 24 in Park Slope with speakers including Mr. Lander, Sierra Club and Green Party officials, and Jennie Romer, who spearheaded successful efforts in California to ban or restrict single-use plastic bags.

Several short videos on plastic bags, including "The Immortal Plastic Bag," a mini-documentary about plastic bags in New York City, will be aired. ●

Reprinted from Plastics News, Jun 12, 2013, www.plasticsnews.com.

EUGENE'S PLASTIC BAG BAN GETS OFF TO SMOOTH START

BY JOSEPHINE WOOLINGTON, THE REGISTER-GUARD

Paper or reuseable tote bag?

With Eugene's plastic bag ban officially in effect, workers at local grocery stores, clothing retailers and other businesses had no other options for customers.

"I think they should have banned plastic a long time ago," said 33-year-old Jermy Brooks while paying for groceries at Grocery Outlet in west Eugene on Wednesday afternoon.

Brooks said he doesn't mind chipping in the extra 5 cents that retailers are required to charge for paper bags.

Grocery Outlet manager Rod Kinney said a lot of his customers already bring reuseable bags. The official start of the ban seemed like a normal day, he said, because the store started using paper bags about a month ago.

"We've been easing people into it," Kinney said. "No complaints yet."

For most businesses, the first day of the plastic bag ban was easy, said Stephanie Scafa, the city's zero waste analyst.

Scafa said no businesses complained about the ban Wednesday, and only a few called with clarifying questions.

"I'm really happy about that," she said.

The ban, passed by the City Council in October, applies to plastic bags less than four-one-thousandths of an inch thick, or 4 mils.

But some bags less than 4 mils thick, such as those used to carry bulk foods, produce, meat, fish, flowers, restaurant food and prescription drugs, remain legal.

4 Mil Bags Allowed

Bags thicker than 4 mils are considered reuseable and are allowed. Grocery Outlet offered such bags for 99 cents to customers.

Rather than pay for a paper bag, Talia Banner, 29, used the store's spare cardboard boxes.

"It was free," she said. Now that she has to pay extra for paper bags, she said she's more motivated to bring a reusable bag.

For 66-year-old Wanda Tryon, paper bags without a handle are a burden. Tryon, who is disabled and relies on a walker, used to hang plastic bags filled with groceries on the handles of her walker.

"It's more of a handicap now," Tryon said of the ban. She hasn't yet tried loading groceries with a reuseable bag.

The no-handle paper bags are also a concern for Lou Principe.

"How do you carry that?" the 63-year-old asked, pointing to the paper bags at Grocery Outlet. "I wouldn't mind paying a nickel if it had a handle. Without a handle, it's a bummer."

Some Exemptions

Paper bags with handles are permissible but cost more for businesses to purchase.

Not every customer or business, however, is required to purchase paper bags.

People who have a voucher issued under the Women, Infants and Children program, known as WIC, do not have to pay extra for paper bags.

The exemption, however, does not apply to recipients of the Supplemental Nutrition Assistance Program, better known as food stamps.

Businesses also can apply for a temporary exemption, Scafa said. So far, the city has temporarily exempted 12 businesses from having to use paper bags. Businesses can apply for the exemption if they can prove that buying paper bags will be an "economic hardship." In most cases, exemptions were granted to businesses that still have a

(Continued, see Eugene Ban, page 10)

EUGENE BAG BAN [CONT'D]

large inventory of plastic bags. For example, Little Black Dress owner Tami Dean said she still has about 300 plastic bags left over from the 2,000 she ordered last year.

The city, she said, determined it would be wasteful for the store to throw the plastic bags away and so granted her a temporary exemption. Dean said she'll order about 500 paper bags later this month.

Duck Store Exempt until June 1
The University of Oregon Duck

Store on campus is exempt from the ban until June 1, when its thicker plastic bags will arrive.

The Science Factory and Children's Museum gift shop, Smith Family Bookstore and Willamette Stationers also are among the businesses with temporary exemptions.

The city also has exempted the Black Sheep Gathering, a yearly event at the Lane County Fairgrounds in June that features more than 100 handcrafted fiber retailers. The exemption was

granted because the show catalog was distributed before the council passed the ordinance. The event will be plastic-free next year.

Exemptions Expire in a Year
All exemptions, however, will expire on or before May 1 of next year. After that date, all businesses must be plastic-free— no exceptions.

Although the city won't inspect stores to make sure retailers abide by the new rules, it will respond to complaints. Stores

that intentionally fail to comply with the ban could face city fines of up to \$2,000. The fines would vary, depending on the violation.

Eugene is the third Oregon city to ban plastic bags, joining Portland and Corvallis. Seattle and San Francisco also have similar bans. ●

Reprinted from The Register-Guard, May 2, 2013, www.register-guard.com.

The Extrusioners

OUR SOLUTIONS – YOUR SUCCESS!



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- REIFENHÄUSER EXTRUSION
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Each of these companies is a big player – together we are an outstanding force

The Reifenhäuser Group multiplies the number of possibilities many times over. Under the strategic management of the corporate holding, six companies with the highest level of expertise and fully focussed on extrusion connect their interfaces to provide a range of products and services unique within the plastics sector worldwide.

Image © 2013 used by permission of Sauer Pumps Ltd. www.sauer.com



FINES WOULD BE IMPOSED FOR EACH DAY THE VIOLATION CONTINUES.

BAG BAN:

L.A. PLASTIC BAG BAN CATCHES SOME SHOPPERS OFF GUARD

BY DAVID ZAHNISER, CATHERINE SAILLANT, MATT STEVENS

Attention Los Angeles shoppers: The plastic bag is disappearing from more than just the super-market.

L.A. on Tuesday became the newest and by far the largest city to back a ban on plastic grocery bags, approving an ordinance that applies not just to food stores and mini-marts but also big retail chains with their own groceries, such as Target and Wal-Mart.

The ordinance, which has been in the works for years, will go into effect gradually, reaching large stores Jan. 1 and smaller ones July 1, 2014. Customers will either have to bring their own reusable bags or pay a 10-cent fee for each paper one, according to the ordinance.

Some shoppers were taken aback Tuesday by how far-reaching the law will be.

“If they don’t give me a bag, what am I going to do?” an incredulous William Macary asked as he entered Wal-Mart in the Baldwin Hills Crenshaw Plaza. “If I pay money, I want a bag.”

Leaving a two-story Target in Eagle Rock with plastic bags in hand, Laura Vetter, 48, was also skeptical. “I’m going to forget to bring my bag, and I’m not going to want to pay, so Target will

probably lose some of my business,” said the Highland Park resident. “Then I’ll be putting even more things back.”

Others defended the law, saying there are sound environmental reasons for giving up plastic bags. “Is it annoying? Yes. Do I walk out ... juggling loose items? Yes. But people have plenty of spare bags,” said Jennifer Steers as she thumbed through an array of bath curtains at a Target store with her 2-year-old daughter. “I think it’s probably all going to be OK.”

Tuesday’s 11-1 vote delivered a hard-fought victory to an array of environmental groups that have been going city by city and county by county with campaigns to keep plastic bags out of landfills, waterways and the ocean. Council members said they hoped to send a message to state lawmakers by enacting the law.

“Enough waiting for the Legislature to someday act on this,” said Councilman Paul Krekorian. “Let’s take a lead.”

State Sen. Alex Padilla, who saw his own plan for a plastic bag ban defeated last month, said L.A.’s vote “breathes new life” into his proposal. By 2014, at least 30% of California’s population will be covered by laws regulating plastic and paper bags, he said.

“Every month that goes by, there’s another jurisdiction—some large, some small—that is adopting” restrictions on plastic bags, he added. “Clearly, this is a direction the state wants to move in and is going.”

In Los Angeles, businesses that fail to comply with the law would face a fine of \$100 after the first violation, \$200 after the second and \$500 after the third. Fines would be imposed for each day the violation continues.

Because Councilman Bernard C. Parks voted against the measure, a second vote will be needed next week. The outcome is not expected to change, however. A signature from the mayor—either departing Mayor Antonio Villaraigosa or his successor, Eric Garcetti—is also expected.

The city’s measure passed over the objections of the American Progressive Bag Alliance, an industry group fighting the ban. Alliance Chairman Mark Daniels called the 10-cent paper-bag fee charged by stores a “tax scam” that financially benefits grocers while hurting customers. He warned that a total of 1,000 jobs could be lost at L.A.-area plastic bag manufacturers.

Cathy Browne, general manager at Huntington Park-based bag maker Crown Poly, issued a

(Continued, see L.A. Ban, page 12)

L.A. PLASTIC BAG BAN [CONT'D]

similar warning but could not say how many jobs are in jeopardy at her plant as a result of L.A.'s bag law.

Kirsten James, who handles water policy for the advocacy group Heal the Bay, said the L.A. ordinance is no more expansive than those adopted in other nearby cities. Some communities, including Santa Monica, have gone even further, she said.

Clean-water advocates have been pressing for years for a bag ban in Los Angeles, after victories in Long Beach, Malibu, Pasadena and other cities. The success of that lobbying effort could be seen Tuesday as council members offered their own stories about the harm caused by plastic bags.

Krekorian, who represents the east San Fernando Valley, spoke

of marine life as far away as Midway Island starving to death after ingesting the bags. Councilman Mitch Englander, whose district is in the west Valley, compared them to untethered kites.

"They end up in the trees. They end up in bird's nests and they cause havoc to society," he said.

Other council members expressed confidence that shoppers would adapt to the new shopping bag

rules, which will be enforced at stores by the city's existing staff of public works inspectors.

"We're going to send a message to the rest of the country and possibly the world that we are changing our ways," said Councilman Jose Huizar. ●

Reprinted from L.A. Times, June 18, 2013, www.latimes.com.

CALIFORNIA SENATE TRASHES BAN ON PLASTIC SHOPPING BAGS

A proposal to ban plastic grocery bags in California went the way of so many plastic bags — into the trash can — on Thursday when it failed to garner enough votes in the state Senate to move ahead in the lawmaking process.

Senate Bill 405 by Sen. Alex Padilla, D-Pacoima, would have prohibited supermarkets and drugstores from providing plastic shopping bags to consumers beginning in 2015. Paper bags

would be available for purchase. Padilla argued that the ban would be good for the environment, reduce litter and help local governments that now deal with cleaning them up. Many senators said the bill would promote good habits among Californians, who would get used to carrying their own reusable shopping bags.

But several of Padilla's Democratic colleagues opposed the measure, saying it would cut

jobs for constituents who work in Los Angeles-area bag factories and would hurt consumers who re-use their plastic bags for garbage, dog waste and other household needs. Republicans also opposed it, saying the Legislature had more important things to work on.

"I think there is an education campaign necessary," Padilla said after the final 18-17 vote on his bill.

Four senators did not vote — Democrats Ben Hueso, Curren Price, Lois Wolk and Rod Wright. Padilla said he hopes to persuade them to vote for his bill and wants to move it from the Senate's trash can to its recycling bin, so it can get another vote next year. ●

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LEGISLATORS
WOULD HAVE
YOU BELIEVE
THAT PLASTIC
BAGS ARE LESS
“GREEN” THAN
OTHER BAGS.

BAG BAN:

TIME TO BAG THE MYTHS ABOUT PLASTIC SHOPPING BAGS

BY MARK DANIELS, AMERICAN PROGRESSIVE BAG ALLIANCE

It's easy to hear and believe the large number of mistruths being spread about plastic bags in an effort to ban them across the state of California. But the facts are being left out of the conversation. The bills proposed in the California Legislature, AB 158 and SB 405, would prohibit the sale of plastic grocery bags and tax paper bags, forcing shoppers to purchase less environmentally friendly—and more costly—alternatives. Given California's commitment to helping and protecting the environment, passing a plastic bag ban would do the exact opposite.

Legislators would have you believe that plastic bags are less “green” than other bags. I want to address this head on—it takes 70% more energy to manufacture a paper bag than it does to manufacture a plastic bag. And the production of plastic bags consumes less than 4% of the water needed to make paper bags. Even a reusable cotton bag takes more energy to produce. Dr. David Tyler, a professor at the University of Oregon, has pointed out, “the carbon footprint—that is, the amount of greenhouse gas that is produced during the life cycle of a plastic bag—is less than that of a paper bag or a cotton tote bag. If the most important environmental impact you wanted to

alleviate was global warming, then you would go with plastic.”

When it comes to reusable bags, some have argued they are the better solution. Life cycle studies, like the one conducted by the UK Environment Agency, compared various products and found that a standard reusable cotton grocery bag must be reused 131 times to ensure it has a “lower global warming potential” than a single use of one plastic bag. Unfortunately, studies show that most bags are rarely used before being discarded by consumers. As you can imagine, this is a serious problem for our landfills, as a single cotton reusable bag takes up far more space and is unable to be recycled. It also means that consumers end up buying more bags to use at home.

Furthermore, when it comes to transportation of each product, it takes seven trucks to deliver the same number of paper bags that it takes to transport plastic bags in only one truck. That means fewer trucks on the road and a lower carbon footprint. From production to transportation, the choice is clear—if California wants to lower carbon emissions and be greener, we need to choose plastic.

EPA data, along with countless litter studies from throughout the

country, have found that plastic retail bags make up 0.5% of the municipal waste stream, which indicates that plastic retail bags are likely not leaders in ocean debris either. There have been claims of large percentages of litter from plastic bags discussed around the Internet for years with no scientific backing or sourcing. Often times, litter studies held by community groups lack the scientific methodology and verification that EPA and other local studies undergo to determine the impact of plastic bags on the waste stream.

In fact, it was here in California where Capitola conducted a study on the impacts of a plastic bag ban or fee. According to results of the study, it was determined that a bag ban or fee would have “no or less-than-significant impacts on the environment,” because of the low amounts of plastic bag litter in the waste stream.

We arrive at the actual reusable and recyclable option—plastic bags. In fact, nine out of ten consumers who take a plastic bag at checkout reuse the bag for pet waste, bin liners and more. They are also 100% recyclable, and over 90% of Americans have access to recycling bins with recycling of polyethylene

(Continued, see Myths, page 14)

SHOPPING BAG MYTHS [CONT'D]

bags, sacks and wraps having grown in nine out of the last ten years.

This is the reality. Legislators and residents should learn the facts and realize that basing this legislation on false, unproven claims does California a disservice and

has unrealized consequences for the state.

Of course, it should be up to the individual to decide, but once people know and understand the facts, the environmentally friendly choice becomes clear. Above all, it is important to keep

plastic bags as an option for California residents, so each person can decide whether to make the right, environmentally responsible decision at checkout. ●

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THE PLASTICS INDUSTRY NEEDS TO PAY CLOSE ATTENTION.

LEGISLATIVE REPORT: CALIFORNIA LEGISLATURE MOVES TO SECOND PHASE SESSION

BY LAURIE HANSEN, WPA LEGISLATIVE DIRECTOR

The California Legislature is already into the second phase of the session—the deadline for bills to pass the house of origin was the end of May. Now is the time we begin watching carefully for “gut and amend” action to take place. Bills that didn’t make the deadline can be stuck into bills that did move to the other house. This action can happen right up until the Legislature adjourns in September.

Many bills did not make it, including the bag ban bills, the fee on single-use bags, extended producer responsibility (EPR) for all plastic products found in marine debris, and EPR for restaurant foodservice and take out bags. BUT this does not mean they are dead. The bills are now “two-year bills” and can absolutely be considered again in 2014. These issues are not going away and the plastics industry needs to pay close attention to what is happening in other parts of the U.S. The bag ban bill also died in Oregon this year, but it is not going away there either.

In other legislative news, several bills have made some progress. Following is a short recap on legislative and regulatory issues, and the WPA “bill watch” list.

Minimum Wage Increase: A bill to raise California’s minimum wage to \$9.25 over the next

three years passed the Assembly and is now in the Senate. AB 10 by Assemblymember Luis Alejo, (D-Salinas), passed the Assembly at the end of May by a vote of 45-25 mostly along party lines. It would be the first bump in minimum wage since 2008, when it was raised by 50 cents to \$8.

Under AB 10, the hourly minimum wage would increase to \$8.25 in 2014, \$8.75 in 2015 and \$9.25 in 2016. Beginning in 2017, the minimum wage would be adjusted annually according to the rate of inflation. There would be no changes in years in which inflation was negative.

Electricity Rates: Legislation that would eliminate the rate restrictions adopted during the energy crisis and provide the California Public Utilities Commission (CPUC) the flexibility to implement what they determine to be the appropriate course of action on rate design and approve rate structure modifications moved to the Assembly. AB 327 by Assemblymember Henry Perea (D-Fresno) was introduced because of problems with the tiered residential rates. Because of the ever present danger of cost shifting from residential to the manufacturing sector, plastic companies need to watch this carefully and be aware of rates for every class of energy customer.

According to the California Manufacturers and Technology Association (CMTA), restrictions in current law have created serious distortions in residential rates. Electric investor-owned utilities are required to maintain a tiered rate structure under which some customers are charged for their usage at levels far below the cost of service, while others are charged far above. This creates a situation where some customers are providing substantial subsidies—essentially paying for their own electric service, and part of the electric service of their neighbors. Before the energy crisis, the highest tiered rate was only 20 percent higher than the lowest tiered rate. Today, the highest tiered rate is between two to three times higher than the actual cost of service. Without legislative action, these existing rate restrictions and the rapidly diverging level of rates between lower and upper-tier usage will continue to rise.

AB 327 will allow the CPUC to consider rate reform recommendations from all parties and then begin to implement a fair and stable transition plan to sustainable and equitable rate design models. The bill requires the CPUC to report to the Legislature its findings and recommendations by January 31, 2014.

(Continued, see Report, page 17)

LEGISLATIVE REPORT [CONT'D]

The bill has passed the Assembly and awaits its policy hearing in the Senate Energy, Utilities and Communications Committee.

Cal-OSHA: Assemblymember Nancy Skinner (D-Berkeley) is sponsoring AB 1165 which would create a double appeals process for serious, willful, repeat or failure to abate workplace safety hazard violations that presumes the guilt of the employer prior to any official determination. AB 1165 passed the Assembly and its first Senate Committee and is now in the Senate Appropriations Committee.

Under this bill, manufacturers would be required to abate the alleged violation pending appeal of the citation and would have to request a stay of abatement, when filing the appeal, to reverse that requirement. According to CMTA, this bifurcated process could deny manufacturers their due process in contesting that a hazard even exists and is unnecessary given the expedited appeal regulations recently adopted by the Cal-OSHA Appeals Board for these situations.

Slack Fill: Container Packaging and Labeling: SB 465 by Senator Lou Correa (D-Santa Ana) the “Container Packaging and Labeling,” would clarify that “nonfunctional slack fill” (the empty space in a package that is filled to substantially less than its capacity) is legitimate. The bill does not change current law, but is declaratory only. For plastic container manufacturers, this bill is important. SB 465 passed the

Senate and is now in the Assembly for consideration.

The California Business and Professions Codes prohibit product containers from misleading consumers through the use of “non-functional slack fill,” impermissible empty space between the actual container capacity and the volume of the product contained therein. The Legislature dealt with the issue back in 1997 when a bill was passed that identified a variety of reasons manufacturers should be permitted to have extra space in their packaging. The 1997 measure provided a strong stance against misleading and fraudulent packaging practices, while providing reasonable parameters that take into account the needs of consumers as well as the wide range of product packaging requirements.

Fifteen years later, however, companies are facing enforcement actions by local district attorneys for their product packaging. Toy companies, personal care product companies, pharmaceutical companies and food manufacturers have found themselves taken to court in violation of the statutory exemptions agreed to by all relevant parties under the 1997 legislation.

Harsh monetary penalties are being levied against manufacturers and force manufacturers to spend millions of dollars modifying packaging for products sold in California and around the world.

SB 465 will help to clarify the 1997 statute and prevent local district attorneys from inconsis-

tent enforcement actions against manufacturers.

Regional Green House Gas

Actions: The Western Climate Initiative (WCI) was established in February 2007 when the governors of several states joined with California in support of reducing green house gas emissions. AB 527 by Assemblymember Beth Gaines (R-Rocklin) would increase transparency and accountability of the Western Climate Initiative. This is important because the WIC is not required to hold open meetings and can make decisions that will ultimately affect manufacturers. The bill passed the Assembly and will be heard by the Senate Environmental Quality Committee

In 2011, all states except California withdrew from the WCI, leaving our state and British Columbia, Manitoba, Ontario, and Quebec as partners. The original intent of WCI was to develop a regional target for reducing greenhouse gas emissions, participate in a multi-state registry to track and manage greenhouse gas emissions in the region, and develop a market-based program to reach the target.

After the other western states dropped out, WCI, Inc. was formed to provide administrative and technical services to support the implementation of state and provincial greenhouse gas emissions trading programs. According to their website, WCI, Inc. will develop a compliance tracking system that tracks both allowances and offsets; administer allowance auctions; and conduct

market monitoring of allowance auctions and offset certificate trading. The Board of Directors includes officials from the provinces of Quebec and British Columbia, and public officials from California. California’s directors, civil servants acting within their official job capacities, are: Matt Rodriguez, Secretary for Environmental Protection; Mary Nichols, Chairman of the California Air Resources Board; Kip Lipper, staff to California State Senate President Pro Tempore (Darrell Steinberg, D-Sacramento); and Assemblymember Nancy Skinner (D-Berkeley).

Under AB 32, the state’s Greenhouse Gas emissions reduction measure, California businesses and industries are paying hundreds of millions of dollars to meet compliance obligations through participation in the cap-and-trade program. Some of those funds will be used by the WCI, Inc. to fund its administrative and technical support in developing and maintaining systems for emissions trading programs.

Currently WCI, Inc. is not required to comply with the state’s open meeting laws, so it is not clear to the public how they are conducting their business. AB 527 will require WCI, Inc. to comply with the Bagley-Keene Open Meeting Act, the California Public Records Act and annual reporting requirements to the state Legislature. ●

WPA BILL WATCH LIST

BAGS

AB 158 (Levine) Solid Waste: Single-use Carry Out Bags. *Status: 2 Year Bill*

Current law, until January 1, 2020, requires an operator of a store, as defined, to establish an at-store recycling program that provides to customers the opportunity to return clean plastic carryout bags to that store. The bill would, on and after July 1, 2016, additionally impose these prohibitions and requirements on convenience food stores, foodmarts, and certain other specified stores. This bill contains other related provisions and other current laws.

AB 1337 (Allen) Solid Waste: Plastic Bag: Recycling. *Status: 2 Year Bill*

Would prohibit a city, county, or other public agency from adopting, implementing, or enforcing an ordinance, resolution, regulation, or rule that prohibits a retail establishment from offering to its customers, or otherwise prohibits a person from using, a single-use plastic carryout bag for purposes of containing specified products. The bill would also prohibit a city, county, or other public agency that otherwise prohibits the distribution of single-use plastic carryout bags by retail establishments from adopting, implementing, or enforcing an ordinance, resolution, regulation, or rule that imposes a fee, tax, or other charge upon a retail establishment that provides a single-use carryout bag that is not made of plastic to its customers or that requires the retail establishment to collect a fee, tax, or other charge from a customer for providing that type of single-use carry out bag. The bill would declare the matters regulated by the bill are of statewide interest and concern.

SB 405 (Padilla) Solid Waste: Single-use Carry Out Bags. *Status: 2 Year Bill*

Current law, until January 1, 2020, requires an operator of a store, as defined, to establish an at-store recycling program that provides to customers the opportunity to return clean plastic carryout bags to that store. The bill would, on and after July 1, 2016, additionally impose these prohibitions and requirements on convenience food stores, foodmarts, and certain other specified stores. This bill contains other related provisions and other current laws.

SB 700 (Wolk) Natural Resources: Parks: Carryout Bags. *Status: 2 Year Bill*

Would require a retail establishment, as defined, to collect a charge of \$.05 for each single-use carryout bag provided to a customer. The bill would require the retail establishment to retain \$.005 of that charge and would allow a retail establishment to retain an additional \$.005 if the retail establishment credits the consumer no less than \$.05 for each carryout bag provided by the consumer for packaging his or her purchases, and meets other requirements. This bill contains other related provisions and other existing laws.

MARINE DEBRIS

AB 521 (Hueso) Solid Waste: Plastic. *Status: 2 Year Bill*

The California Integrated Waste Management Act of 1989, administered by the Department of Resources Recycling and Recovery, requires every rigid plastic packaging container, as defined, sold or offered for sale in this state to generally meet one of specified criteria. This bill would declare the intention of the Legislature to enact legislation that would create the Plastic Pollution Reduction Producer Responsibility Act to significantly reduce plastic pollution in the marine environment and require producers of those products to be financially responsible for this reduction.

SB 529 (Leno) Recycling: Fast Food Facilities. *Status: 2 Year Bill*

The California Integrated Waste Management Act of 1989, administered by the Department of Resources Recycling and Recovery, requires every rigid plastic packaging container, as defined, sold or offered for sale in this state to generally meet one of specified criteria. This bill would enact the Plastic and Marine Pollution Reduction, Recycling, and Composting Act and would define terms for the purposes of that act. This bill contains other related provisions.

PLASTICS

AB 127 (Skinner) Fire Safety: Fire Retardants: Building Insulation. *Status: Senate Business & Professions, set for hearing June 24*

Would state that the Legislature finds and declares that it is in the best interest of the state to eliminate chemicals from building insulation, while preserving building fire safety and encouraging healthy building practices. The bill would require the commission to adopt, approve, codify, and publish, during its next code adoption cycle, standards that accomplish certain things, including maintaining overall building fire safety while giving full consideration to the long-term human and ecological health impacts associated with chemical flame retardants. This bill contains other existing laws. (Continued, see Bill Watch, page 19)

BILL WATCH LIST [CONT'D]

LABELING

SB 465 (Correa) Fair Packaging and Labeling Act. *Status: in Assembly*

Would specify that nonfunctional slack fill is the empty space in a package that is filled to substantially less than its capacity for other than any one or more of the specified reasons referenced above. The bill also would declare that the changes to these provisions do not constitute a change in, but are declaratory of, existing law. This bill contains other existing laws.

EXTENDED PRODUCER RESPONSIBILITY (EPR)

SB 245 (Correa) Recycling: Mattresses. *Status: 2 Year Bill*

Current law requires a retailer of various specified products, such as rechargeable batteries and cell phones, sold in the state to have in place a system for the acceptance and collection of those products for reuse, recycling, or proper disposal. This bill would declare the intention of the Legislature to enact subsequent legislation to establish a program for the management of used mattresses, with specified components.

SB 254 (Hancock) Solid Waste: Used Mattresses: Recycling and Recovery. *Status: Assembly Natural Resources*

Would establish the Used Mattress Recovery and Recycling Act and would define terms for purposes of the act. The bill would require a manufacturer of mattresses sold in this state, individually, collectively, or through a stewardship organization, to provide in an electronic format an interim plan to the Department of Resources Recycling and Recovery by April 1, 2014, that ensures that the manufacturer will be responsible for the collection and recycling of used mattresses generated by consumers. This bill contains other related provisions and other existing laws.

RECYCLING

AB 215 (Chesbro) Solid Waste Recycling. *Status: Senate Environmental Quality*

The California Integrated Waste Management Act of 1989 requires that a rigid plastic packaging container be source reduced. This bill would revise the definitions of the various terms used in the those requirements, including revising the definition of the term "source reduced" to impose new requirements, thereby imposing a state-mandated local program by changing the definition of a crime. This bill contains other related provisions and other existing laws.

AB 323 (Chesbro) Solid Waste: Recycling: Diversion: Green Materials. *Status: 2 Year Bill*

Would require the Department of Resources Recycling and Recovery to adopt regulations to provide that, no later than January 1, 2020, the use of green material as alternative daily cover or alternative intermediate cover does not constitute diversion through recycling and would be considered disposal for purposes of the California Integrated Waste Management Act of 1989. The bill would authorize the department to delay the effective date of this requirement, as specified. The bill would impose a state-mandated local program by imposing new duties upon local agencies with regard to the diversion of solid waste. This bill contains other related provisions and other existing laws.

AB 1021 (Eggman) Alternative Energy: Recycled Feedstock. *Status: in Senate*

Current law establishes the California Alternative Energy and Advanced Transportation Financing Authority to provide financial assistance for projects that promote the use of alternative energies. This bill would authorize the authority to provide financial assistance to projects that process or utilize recycled feedstock.

AB 1398 (Committee on Natural Resources) Solid Waste Recycling. *Status: in Senate*

Would define commercial solid waste to include all types of solid waste generated by a store, office, or other commercial or public entity source, including a business or a multifamily dwelling of 5 or more units, thereby imposing a state-mandated local program by imposing new requirements upon local jurisdictions. This bill contains other related provisions and other existing laws.

BOTTLE BILL

AB 665 (Alejo) Beverage Containers: Redemption Payments. *Status: 2 Year Bill*

Would extend the date by which a beverage container distributor is required to pay the redemption payment to CalRecycle to 60 days following the sale.

(Continued, see Bill Watch, page 20)

BILL WATCH LIST [CONT'D]

AB 744 (Gordon) Recycling: Beverage Containers. *Status: Senate Environmental Quality*

The California Beverage Container Recycling and Litter Reduction Act defines various terms for purposes of those provisions, including “redemption rate.” This bill would delete the provisions that require the Department of Resources Recycling and Recovery to establish the reporting periods for the redemption rates and to determine the redemption rates for specified types of beverage containers. The bill also would delete the definition of the term “redemption rate” and make conforming changes with regard to a statement of legislative intent.

AB 1001 (Gordon) Recycling Centers: Beverage Containers. *Status: Senate Environmental Quality*

Current law, the California Beverage Container Recycling and Litter Reduction Act, requires a distributor to pay a redemption payment for every beverage container sold or offered for sale in the state to the Department of Resources Recycling and Recovery. The department is required to deposit those amounts in the California Beverage Container Recycling Fund. This bill would authorize the department to waive this requirement if it makes a specified determination.

AB 1023 (Eggman) Air Resources: Greenhouse Gas Emissions. *Status: 2 Year Bill*

Would enact the Greenhouse Gas Reduction Through Recycling, Composting, and Recycled Content Manufacturing Investment Program and would require the Department of Resources Recycling and Recovery to implement the program by expending funds appropriated by the Legislature for purposes of the program. This bill contains other related provisions.

AB 1370 (Patterson) Recycling: Beverage Containers. *Status: 2 Year Bill*

Current law specifies the manner in which moneys in the California Beverage Container Recycling Fund, a continuously appropriated fund, are expended , including authorizing the Department of Resources Recycling and Recovery to annually expend up to \$5,000,000 for a statewide public education and information campaign. The department is required to convene a specified advisory committee before expending those funds . This bill would repeal the authorization of the department to spend those funds in that manner and would make conforming changes.

COMPOST

AB 794 (Gorell) Environmental Quality: California Environmental Quality Act: Exemption: Use of Landfill and Organic Waste.

Status: 2 Year Bill

Would exempt from the requirements of CEQA a project that takes landfill materials or organic waste and converts them into renewable green energy if the lead agency finds that the project will result in a net reduction in greenhouse gas emissions or support sustainable agriculture. Because a lead agency would be required to determine whether a project is exempt under those provisions, this bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws.

AB 997 (Chesbro) Composting: Anaerobic Digestion. *Status: Senate Environmental Quality*

Would define the term “anaerobic digestion,” for purposes of the California Integrated Waste Management Act, as a process using the bacterial breakdown of compostable organic material in a controlled environment that meets the parameters that may be established by the department, and would revise the definition of the term “composting” to include anaerobic digestion.

BUSINESS ISSUES

AB 454 (Dickinson) Workers' Compensation Benefits: Prevailing Wages. *Status: in Senate*

Would provide that, for purposes of determining workers' compensation benefits, the amount of benefits for a worker who is injured while performing work under a contract requiring a federal, state, county, city, or city and county prevailing wage requirement shall be based on the average weekly earnings for prevailing wage contracts in the area if the worker received less than the prevailing wage.

AB 486 (Mullin) Sales and Use Taxes: Exemption: Manufacturing Research and Development. *Status: 2 Year Bill*

Would exempt from sales and use taxes, on and after January 1, 2014, the gross receipts from the sale of, and the storage, use, or other consumption of, qualified tangible personal property purchased by a qualified person for use primarily in manufacturing, processing, refining, fabricating, or recycling of property, as specified, qualified tangible personal property purchased for use by a contractor for specified purposes, as provided, and tangible personal property purchased for use by a qualified person to be used primarily in research and development, as provided. This bill contains other related provisions and other existing laws.

(Continued, see Bill Watch, page 21)

BILL WATCH LIST [CONT'D]

AB 542 (Harkey) Sales and Use Tax. Status: *2 Year Bill*

The Sales and Use Tax Law imposes a tax on retailers measured by the gross receipts from the sale of tangible personal property sold at retail in this state, or on the storage, use, or other consumption in this state of tangible personal property purchased from a retailer for storage, use, or other consumption in this state. That law includes as a retail sale, a sale of tangible personal property to a contractor or subcontractor for use in the performance of construction contracts with the United States. This bill would make a technical, nonsubstantive change to those provisions.

AB 927 (Muratsuchi) Income Taxes: Credits: Hiring. Status: *2 Year Bill*

Would, under Personal Income Tax Law and the Corporation Tax Law, for taxable years beginning on or after January 1, 2014, allow a credit to a qualified employer, as defined, in an amount equal to \$3,000 for each net increase in qualified full-time employee hired during the taxable year by a qualified employer, and an additional \$1,000 per qualified full-time employee hired during the taxable year by a qualified employer if the qualified full-time employee is a veteran or an additional \$2,000 per qualified full-time employee hired during the taxable year by a qualified employer if the qualified full-time employee is a service-connected disabled veteran, as provided. This bill contains other related provisions.

SB 12 (Corbett) Consumer Affairs. Status: *Assembly Business, Professions & Consumer Protection*

Would, under Personal Income Tax Law and the Corporation Tax Law, for taxable years beginning on or after January 1, 2014, allow a credit to a qualified employer, as defined, in an amount equal to \$3,000 for each net increase in qualified full-time employee hired during the taxable year by a qualified employer, and an additional \$1,000 per qualified full-time employee hired during the taxable year by a qualified employer if the qualified full-time employee is a veteran or an additional \$2,000 per qualified full-time employee hired during the taxable year by a qualified employer if the qualified full-time employee is a service-connected disabled veteran, as provided. This bill contains other related provisions.

SB 235 (Wyland) Sales and Use Taxes: Income Tax. Status: *2 Year Bill*

Would exempt from sales and use taxes, on and after January 1, 2014, the gross receipts from the sale of, and the storage, use, or other consumption of, qualified tangible personal property purchased by a qualified person for use primarily in manufacturing, processing, refining, fabricating, or recycling of property, as specified, qualified tangible personal property purchased for use by a contractor for specified purposes, as provided, and qualified tangible personal property purchased for use by a qualified person to be used primarily in research and development, as provided. This bill contains other related provisions and other existing laws.

SB 376 (Correa) Sales and Use Taxes: Exemption: Manufacturing: Research and Development. Status: *2 Year Bill*

Would exempt from state sales and use taxes, on and after January 1, 2017, and before January 1, 2022, the gross receipts from the sale of, and the storage, use, or other consumption of, qualified tangible personal property purchased for use by a qualified person for use primarily in any stage of manufacturing, processing, refining, fabricating, or recycling of tangible personal property, as specified, or for use primarily in research and development, as specified, or to maintain, repair, measure, or test that tangible personal property. The bill would also exempt from those taxes the gross receipts from the sale of, and the storage, use, or other consumption of, tangible personal property purchased for use by a contractor, as specified, for a qualified person. This bill contains other related provisions and other existing laws.



THE COMMITTEE HEARD REMARKS FROM LOCAL GOVERNMENTS ON LITTER ABATEMENT AND MARINE DEBRIS CLEANUP.

MARINE DEBRIS: CALIFORNIA COMMITTEE FORMED ON MARINE DEBRIS

BY LAURIE HANSEN, WPA EXECUTIVE DIRECTOR

California Legislators have formed a committee to deal with marine debris. The Assembly Select Committee on Coastal Protection held a Marine Pollution Quantification: information meeting on June 5 to highlight the marine debris issue. The committee heard remarks from local government on litter abatement and marine debris clean up, including the costs associated, members of the state's Ocean Protection Council and California Coastal Commission made presentations; and state agencies CalRecycle and the State Water Resources Control Board also testified.

The committee is chaired by Assemblyman Mark Stone (D-Monterey Bay) with six Democratic members and two Republicans from the Assembly. Stone was the author of AB 521, which would require extended producer responsibility programs for all plastic products found in marine debris. The bill is now a two-year bill, which means it can be considered and acted on in the 2014 legislative session.

In sending the agenda to the public, Stone included supporting materials and several reports on marine debris. Excerpts from these reports, and the websites where a full copy of the report can be found follow here:

The Cost to West Coast Communities of Dealing With Trash, Reducing Marine Debris

Under contract to the United States Environmental Protection Agency (EPA) the Kier Associates team contacted a random sample of U.S. West Coast communities in California, Oregon and Washington located in watersheds which drain into the Pacific Ocean. The team included, as well, data from 15 California cities collected in a separate, initial study begun at EPA in 2011.¹

From the data received from these 90 different communities, which ranged in size from just over 200 residents (Ukiah, Oregon) to over 4 million residents (Los Angeles, California), the team determined that, regardless of the distance from the ocean or the number of residents, West Coast communities are spending approximately \$13 per resident a year to combat and clean up trash, much of which would otherwise end up as marine debris.

Cost information was sought for six different activities related to trash management, namely:

- Beach and waterway cleanup
- Street sweeping
- Installation of storm water capture devices
- Storm drain cleaning and maintenance

- Manual cleanup of litter
- Public anti littering campaigns

According to the 2010 Census, nearly fifty million people live in California, Oregon and Washington. If 85 percent of this population lives in coastal communities and along rivers leading to the Pacific Ocean—a percentage the team suggests is conservative—then these West Coast communities are spending more than \$520,000,000—over one half billion dollars—each year to combat litter and curtail marine debris.

Such costs, in the view of the project team, make a compelling argument for accelerating the search for ways and means of reducing trash streams contributing to marine debris.

Click here to link to the full report from Kier Associates.

Plastic Debris in the California Marine Ecosystem

Executive Summary: As the state with the largest population in the U.S. and 75% of that population living along its 1,100-mile coastline, it is no wonder that California has long been at the center of the discussion about the sources of, the impacts from, and the solutions to marine debris. The National Oceanic and Atmospheric Administration (NOAA) Marine Debris Program defines (Continued, see Committee, page 23)

COMMITTEE FORMED ON MARINE DEBRIS [CONT'D]

marine debris as “any persistent solid material that is manufactured or processed and directly or indirectly, intentionally or unintentionally, disposed of or abandoned into the marine environment or the Great Lakes.” Because of its extreme persistence and ubiquity, plastic marine debris has become the focus of most of the current scientific research and cleanup efforts. Studies now indicate that 60-80% of marine debris comes from land-based sources, and up to 80% of this debris is plastic.

Much of this plastic marine debris is in the form of microplastics created from the environmental breakdown of larger

pieces of plastic or originally created as precursor resin pellets for the industrial production of plastic products. Scientific estimates for the degradation of plastics in the ocean are on the order of hundreds to thousands of years. In fact, aside from plastic which has been incinerated, some scientists believe it is plausible that all the plastic ever created since its invention in the late 1940s still exists on the planet, either buried in landfills, buried on shorelines, floating in the ocean, or on the seafloor.

Since its invention over 50 years ago, plastic—being durable, lightweight and cheap—has undeniably transformed numerous

industries as well as the daily life of individuals. However, these very same characteristics of plastic have also made it quite a problem once it is lost into the environment. Especially in coastal states like California with a multibillion-tourism industry oriented around its world-renown beaches, the negative side of plastic becomes apparent as it accumulates on shorelines, in coastal waters, and on the seafloor. Plastic marine debris causes substantial economic impacts to coastal communities, documented in the millions of dollars spent in the form of cleanups or lost in decreases in tourism, as well as losses to

commercial fisheries due to derelict fishing gear. Additionally, more than 260 species including turtles, fish, seabirds, mammals, and invertebrates have been reported to ingest or become entangled in plastic marine debris, often resulting in death.

Besides these obvious impacts of plastic marine debris, concern is also growing over the ability of these ubiquitous, durable plastic particles floating in the ocean to serve as concentrating and transport devices for environmental pollutants. The United Nations Environment Program has declared plastic marine debris and its ability to transport toxic substances one of the main emerging issues in our global environment.

Plastics can contain by weight up to 50% fillers, reinforcements, and additives. Public and media attention have focused on additives like bisphenol A (BPA) and phthalates among others, which can leach out of plastics at different rates depending on environmental conditions and have been shown to have a variety of health effects on marine organisms in the laboratory setting. Research now focuses on long-term effects of exposure to these pollutants, the synergistic effects of exposures to multiple kinds of common pollutants, the issue of whether these pollutants can be transferred up the food chain and, finally, the question of whether there are detectable population-level effects in marine communities.

Finding solutions to the issues of marine debris in a state as large
(Continued, see Committee, page 24)

TRACKING TRASH: 25 YEARS OF ACTION FOR THE OCEAN

BY VIKKI SPRUILL, PRESIDENT, OCEAN CONSERVANCY

Over the past quarter of a century, Ocean Conservancy has demonstrated a deep commitment to ridding our coasts and waterways of harmful trash and protecting and promoting ocean health. A critical part of our effort has been our leadership of the International Coastal Cleanup, the world’s largest volunteer effort for the ocean. In this report, you’ll see examples of the changes we have inspired and helped to bring about, from stronger local ordinances, to groundbreaking global agreements, to changes in corporate practices.

Through the Cleanup, we’ve inspired millions of volunteers

in more than 150 countries and locations to be part of a global movement—one that has made the world’s ocean and inland waterways cleaner, safer, and more prosperous. Here, you’ll learn about the remarkable people at the heart of the Cleanup, from our volunteers to our partners, and you’ll see why our collective commitment has the potential to become an even stronger alliance to bring real change to the ocean.

Volunteers don’t just clean up; they tally every item they find during the annual event. The 166 million pieces of trash recorded over the last 25 years have given us an invaluable

snapshot of ocean trash, from Argentina to Vietnam. The data focus our attention on where we can best work together to reduce, remove, and reinvent. They have guided the decisions of corporations and governments, and built awareness in countries around the world.

The International Coastal Cleanup has grown into a remarkable international alliance of individuals, nonprofits, corporations, and governments. We are different in so many ways; but what unites us is the determination that our children should enjoy an ocean brimming with wildlife, not teeming with trash.

(Continued, see Tracking, page 24)

COMMITTEE FORMED ON MARINE DEBRIS [CONT'D]

as California will likely involve a multi-faceted approach. In terms of the size of the plastics industry, shipments, and jobs, California is one the leading states in the country. Moreover, southern California has the largest concentration of plastic processors in the western U.S. Clearly, successful solutions will need careful coordination of information from industry, policy-makers, government agencies, scientists, and the public. California is viewed as a leader, particularly on environmental issues, by other states and even other countries. Research on plastic marine debris stands to provide another opportunity by which

California can exercise leadership and establish an example worldwide.

The work has already begun. In 2005, the California Coastal Commission and the Algalita Marine Research Foundation co-sponsored the first international conference on plastic debris, called "Plastic Debris, Rivers to Sea," which focused on prescribing a total of 63 recommendations for action for California. The California Ocean Protection Council's 2007 resolution on marine debris came about in part due to these recommendations. A series of legislative bills were also pro-

posed within the last few years, several of which have since been signed into law. Now with the sober reality of a limited budget and resources, it will be more important than ever for California to effectively reevaluate the current state of knowledge on plastic marine debris and find solutions which encourage partnerships and coordination across the state, contain the most economic incentives, and, most importantly, protect and restore one of California most valuable assets: its coastal marine ecosystem.

Click here to link to the full report. ●

CALIFORNIA IS VIEWED AS A LEADER ON ENVIRONMENTAL ISSUES.

TRACKING TRASH [CONT'D]

We must continue to mobilize Cleanups for our beaches, ocean, and waterways. But to truly solve this problem, we must prevent trash from reaching the water in the first place—by working together to pioneer new and lasting solutions. Last September, Ocean Conservancy and the Coca-Cola Company hosted a Marine Debris Summit in Washington, DC, where top thinkers from science, industry, government, and nongovernmental organizations shared knowledge and innovative approaches. This spring, we'll join the Fifth International Marine Debris Conference in

Hawaii, where the National Oceanic and Atmospheric Administration (NOAA) and the United Nations Environment Programme will bring together many other like-minded participants.

With support from NOAA, Ocean Conservancy is also launching an online campaign to build an even stronger collaboration around the issue of ocean trash. We'll help facilitate progress at the global, national, state, and local levels, sharing success stories from one corner of the world that can be replicated elsewhere. We'll support more and better science, and we'll

translate that science so it is easily accessible to all, through avenues like our new website. Through the Clinton Global Initiative, we'll seek to engage industry even more deeply in our shared work to pioneer lasting solutions.

In the coming months, we'll bring these exciting pieces together under a new umbrella: We're calling it the Trash Free Seas Alliance.

And how about you? We invite you to join us. Tell us what you'll be doing for our ocean in the coming year. Visit www.oceanconservancy.org/trashfreeseas

and learn about "one month, one minute, one thing"—steps you can take to contribute to our shared vision of an ocean free of trash.

For 25 years, our alliance has made amazing advances for the health of our ocean. But now we must redouble our efforts. Together, we must use the next 25 years to secure a more enduring goal: a future in which the concentration of trash in our ocean has been consigned to the dustbin of history.

Click here to link to the full report from the Ocean Conservancy. ●

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WE ARE TAKING GOOD PET AND PUTTING IT INTO A MIXED PLASTIC BALE THAT HAS LITTLE OR NO VALUE.

RECYCLING: BOTTLE RECYCLING'S BIG PROBLEM

BY MIKE VERESPEJ, RESOURCE RECYCLING

The situation couldn't be any more ironic.

At a time when the PET reclamation industry in the U.S. needs all the feedstock it can find to feed its expanding capacity, the very same full-wrap shrink sleeve labels that beverage and food companies are using to increase market share are creating a financial drain, yield losses and major processing problems for those same PET reclaimers.

The reason? The labels, most often made from PET-G, can't be removed except at great expense, rendering PET bottles with those labels unrecyclable even if sorted out. And if those bottles get past optical and hand sorters, they contaminate and discolor the PET flake during processing.

The labels are not a problem for HDPE reclaimers as HDPE floats and PET sinks, or for materials recovery facilities, which just separate and don't process PET.

The Rap on Full-wrap

"At a time when I desperately need PET, we are pulling over 100,000 to 125,000 bottles [with shrink sleeve labels] off the line every day," says Byron Geiger, president of Custom Polymers PET LLC in Athens, Alabama.

Because his company's automatic sorters only catch 50 percent of those full-wrap labels, Geiger says the plant has had to

increase its manual sorting staff by 50 percent.

"It is great PET that I [can't use] because it has a non-recyclable label. I have 143 truckloads [roughly 5.7 million pounds] of this material, annually, that we can't use," he says. "We are taking good PET and putting it into a mixed plastic bale that has little or no value."

The numbers are even higher at Plastipak Packaging, Inc. in Plymouth, Michigan. Plastipak vice president of global procurement Tom Busard—who is also chairman of both the National Association for PET Container Resources (NAPCOR) and the Association of Postconsumer Plastic Recyclers (APR)—says his company is pulling upwards of 2 million PET bottles with shrink sleeve labels out of the stream every week so they don't contaminate the flake-making process.

Most PET reclaimers today pull out PET bottles with shrink sleeve labels and sell them at one-fifth—or less—of what they paid for the PET bale of material. A few are turning them into recycled flake that has a lower end-market value and lower profit margin than clear PET. Others are stockpiling them in the hope a cost-efficient solution develops to take the labels off.

"When we separate them out, we bale them and sell them at a

lower price. We don't like that, but right now it's an acceptable yield loss," says Nadim Bahou, president of Global P.E.T., Inc. in Perris, California, which uses two near-infrared optical sorters and also does hand-sorting after that. "The problem is when you don't catch them and they get into the wash because black specs will show up and I have to scrap the PET sheets" and other end products at a considerable expense.

"It's costing this industry millions of dollars," adds the executive of a company that makes both PET and food-grade PET. "There doesn't seem to be any equipment that works. The delabelers don't get all the labels and there is tremendous wear."

Unfortunately, there is no short-term solution in sight. The labels aren't going away anytime soon because they drive sales, and PET-G is preferred by brand owners for those labels because of its shrink, clarity, durability, aesthetics and cost.

"We recognize that [bottles with shrink sleeve labels] are going to stay in the market," says Busard. "We want more PET bottles to recycle, so using labels on them that are attractive to consumers and drive more sales is good. But they have to be recyclable."

David Bender, chief executive officer of Perpetual Recycling

(Continued, see Recycling, page 27)

BOTTLE RECYCLING [CONT'D]

Solutions, Richmond, Ind., agrees. “Growing PET sales with shrink sleeve labels is good for reclaimers as long as it doesn’t contaminate the stream. But, right now, they do.”

Getting the Value Chain Involved

After two years of trying to raise awareness of the issue, reclaimers have finally gotten the attention of brand owners, who are pushing label manufacturers for a solution. At the same time, equipment manufacturers are working to develop machines that can take the labels off cost-effectively.

“We are encouraged that brand owners are working on things, doing testing, and see it as an issue,” says Busard. “It is encouraging that we have equipment people working on it as well. We want to work with them and be part of the solution.”

Jeff Meyers, manager of sustainability packaging for Coca-Cola Refreshments, said Coca-Cola asked its label suppliers about a year ago “what they can develop to meet the APR criteria” for full-wrap shrink sleeve label.

Those APR requirements: that the labels separate from the bottle in a whole bottle wash; float; do not discolor flake; and are configured in a way that allows optical sorters to identify the material of the bottle side-wall. A floating label would require a label made from a material other than PET-G or a combination of materials that wouldn’t sink, even if some PET-G were used.

Meyers said Coca-Cola has tested and continues to test both

the use of perforations on existing and new labels, and floatable shrink sleeve labels made from materials other than PET-G.

“We have a very active development program. But switching isn’t easy,” says Meyers. “There are a lot of issues to consider from graphics to inks to existing contracts. From concept to development to commercial trials, you could be looking at an 18-to-24 month project. We would like to see some sort of response from brand owners within a year.”

Coca-Cola is not the only brand owner looking at the issue.

“The brand owners are working with their supply chains and are putting a full-court press on solving it,” says Lou Tacito, president of Amherst, New Hampshire, consulting, research and testing company, Plastics Forming Enterprise LLC, which conducted an extensive study for APR on the problems of full-wrap shrink sleeve labels. “There are individuals in those companies working to get something done.”

Geiger agrees. “The brand owners are definitely aware of the problem and are being pro-active. They are pushing the label guys and are doing a lot of work to see what can be done.”

All parties agree that what is needed is a solution that works for everyone from brand owners to reclaimers.

“What makes this a marketing advantage makes it a problem for recyclers, but we think there are opportunities to manage it from a systemic point of view,” says Holli Whitt, who is market devel-

opment manager of sustainability for specialty plastics at Eastman Chemical Co., in Kingsport, Tennessee, and heads a packaging consortium of more than 50 companies that was formed six months ago to help form a consensus on solutions that can work for the entire value chain.

In March, APR formed a working group—that includes PepsiCo and Coca-Cola—to bring all the different parties in the value chain to the same table. “We

needed to take a leadership role and vet a solution,” says Busard.

“The last thing we need is to have parallel groups working on a solution,” says APR executive director Steve Alexander. “This needs to be a unified effort and needs to be coordinated because if these materials ultimately are not recyclable, that’s a problem.”

Meyers agrees. “This really is an issue that needs to involve all elements of the value chain.”

(Continued, see Recycling, page 28)

SIDEBAR 1 – WHAT’S THE PROBLEM?

Why are those full-wrap shrink sleeve labels a nightmare for PET recyclers?

For starters, instead of coming off in the pre-wash systems used by many PET reclaimers before sortation, the labels tighten more on the bottle.

“They are heat-activated so as they go through steam tunnels, they shrink even further,” says Holli Whitt, market development manager of sustainability for specialty plastics at Eastman Chemical Co., in Kingsport, Tennessee.

“That is the nature of the label,” says Whitt, who heads a packaging consortium of more than 50 companies that was formed six months ago to help form a consensus on solutions that can work for the entire value chain. “They shrink and fit to a highly contoured bottle.”

Second, because the labels cover the bottle completely, optical sorters can’t see through to the bottle’s resin. They see the label and incorrectly identify clear bottles as colored. Third, if the sorters do see through the labels to the bottle and pass them down the line, it creates processing problems.

The labels—many of them made from PET-G, some with PVC—sink with the PET flake instead of floating out. If elutriation is used for separation, that kicks out as much as 20 percent of the PET bottles, mostly the lightweight water bottles, as those containers are roughly the same thickness as a shrink-sleeve label.

In addition, the label material clumps in dryers because it has a lower melt temperature, and the colors from the ink contaminate the flake when label residue gets into the wash tank.

BOTTLE RECYCLING [CONT'D]

Patty Enneking, group director of global sustainability and environmental affairs for film manufacturer, Klockner Pentaplast Americas of Gordonsville, Virginia, seconds that notion.

“We need to think about the full value chain and what each entity in it needs,” she says. “We need a solution that won’t cause problems for recyclers, but won’t sacrifice the benefits to the brand owners [of the current labels].”

Some of the Options

The most-discussed options: the use of delabelers in combination with perforated full-wrap shrink

sleeve labels. Floatable labels are also on the table as a possible solution.

“Perforation plus mechanical separation at the reclaimer has elevated to the top as the potentially most successful long-term solutions” among members of the packaging consortium, says Whitt.

Coca-Cola isn’t committing to a single solution yet, saying that it might be prudent to use perforation regardless of whether labels are made out of a material that floats off or continue to be made from PET-G.

“There is no silver bullet,” says Meyers. “There are a lot of complicated steps to get this over the line. Our hope is to find a solution that requires little or no investment by recyclers.”

And, as he points, “if perforation turns out to a viable and repeatable solution, that is exciting because it would be a low-cost solution, allow people to use the same material, and is the best way to get that label off early in the process.”

And, as Enneking points out, “The sooner you are able to remove the labels, the less likely

they are to have an effect on the recycling process.”

Reclaimers have divided views on that.

Mike Schedler, former technical director of NAPCOR, who now is president of LOM Enterprises LLC in Queechee, Vermont, is emphatic that “the problem will only be solved when there is a better label on the bottle because there is no way to get these labels off” efficiently and economically.

Others, like Geiger, think a perforated label could help.

(Continued, see Recycling, page 29)

SIDEBAR 2 – CAN EQUIPMENT SAVE THE DAY?

The wear issue with delabelers is a huge obstacle that equipment manufacturers are trying to resolve.

“The pins and the fingers on the inside of the drum that rip the labels wear out because of abrasion from PET, dirt, sand, and glass,” says Dave Lefrancois, president of Herbold Meckesheim USA and Resource Recycling Systems, Inc., which is on its third-generation machine. “You have to replace them every 45-to-60 days and each time you go into the machine, it’s going to cost \$10,000 to \$12,000.”

As a result, in just a single year, maintenance costs can be equal to the cost of the delabeler.

“Wear is the crux of the problem,” agrees Curt Cozart, president of plastics recycling consulting firm, Common Sense Solutions, Inc., of Montclair,

New Jersey, which also is the sales agent in North America for Sorema Systems.

“Recyclers cannot afford to replace parts every few weeks,” he says. “The amount of downtime and cost of parts replacement is overwhelming and would make the process unjustifiable. That is the reason for the limited success of some of the machines currently available.”

Cozart said Sorema has been working to develop a machine for removing sleeve labels, using what it has learned from agricultural film recycling, which also has a great deal of abrasive matter that needs to be removed by friction and speed.

“The first commercial sleeve label centrifuge [unit based on] ‘the agricultural concept’ has been successfully operating in Australia for about six months,”

says Cozart. “Several improvements have been made ... including an anti-wear coating on the moving parts which has significantly extended the maintenance intervals. The next version of this machine [was] shipped to a U.S. PET recycler in mid-April where it will be operated and tuned for U.S. bales, and data will be collected [to assess] the cost of operation and effectiveness of label removal on a long-term basis.

Likewise, AMUT North America will showcase its latest delabelers at the K-Show in Germany in October along with a new patent-pending high-friction cold water pre-wash system for bottles that would remove shrink-sleeve labels before optical sorting, says Anthony Georges, president, AMUT North America.

“The pre-wash system would require a recycling plant to have

the room and flexibility to integrate another machine and would be a significant capital investment,” says Georges.

AMUT’s current delabelers come in three sizes and have the advantage of a lower capital cost. But, “nobody has the delabeler right now” that can remove enough of the labels, he says, partially because many of the bottles that go through the system are folded over on top of each other from being in highly compressed bales.

The efficiency of label removal and speed both need to improve to handle the current volume of shrink-sleeve labels separated from sorting lines, as well as the higher volumes that would exist if shrink sleeve labels double or triple to 10-15 percent of the bottles in PET bales, explains Georges.

BOTTLE RECYCLING [CONT'D]

"I feel it would be a very positive move to perforate the labels on these bottles because you can then more easily separate the labels at the start," says Geiger. "It definitely would improve things dramatically if you can get the contamination down to a half percent or 1 percent," instead of today's 5 percent level.

Perforation and Selabeler Dilemmas

But right now there are two key unanswered questions about perforated labels. That is, how much would perforated labels improve the efficiency of removing the labels at recycling plants, and would perforated labels tear or rip before they reach the consumer.

"You are going to have to do a significant amount of testing to make sure there is no degradation," as full-wrap shrink sleeve perforated labels go through "transportation, filling and baling," says Whitt. "They need to remain intact."

"That is the one issue brought up the most by the brand owners," she says. "They are concerned that sometimes you can have labels pop off before they get into the consumer's hands."

Another problem: even if perforated shrink-sleeve labels of PET-G or some other material were available today, delabeling equipment—an off-line solution—is still in its infancy. "There is no equipment, no machine today that can handle the volume and get off enough of the labels," adds Geiger.

In addition, today's delabelers

also require extensive maintenance—replacement of the pins and fingers that rip apart the labels—every 6-8 weeks.

"You would have to spend 10-15 percent of the original value of the machine every 4-6 weeks and you'd need redundant systems because you can't afford the downtime," says Geiger. "It doesn't make economic sense."

Schedler agrees.

"The delabelers run between \$120,000 and \$250,000, you are talking about a total retrofit of somewhere between \$300,000 and \$500,000, and you still end up with more contaminant in the stream than is acceptable," he says.

"Even if a company makes the capital investment, the efficiency is not high enough," agrees Lynn Conley, director of research and development at Nashville, Tennessee-based optical sorter manufacturer National Recovery Technologies, Inc.

"Our flake sorters can't do a reliable job of removing flake that has label residue on it, and the delabeling equipment on the market today can't provide the efficiency reclaimers need," says Conley. "There is no perfect solution right now. I think the solution will only come through multiple kinds of processes. I doubt that you're going to see a widespread solution in the next 12 months."

The challenge, equipment manufacturers agree, is solving the wear problem and getting a machine to operate at the speed and efficiency needed in an

industrial setting—at an economically feasible cost.

"Some technologies work in a lab, but scaling them up to a piece of industrial equipment is a rough job, and it's going to cost more, so the next hurdle is economic viability," says Conley. "You have find a way to solve the problem, and do it economically at a reclaimer's volume so there is enough value for the reclaimer to be able to afford it."

"The affordability of equipment is going to be a key consideration," adds Whitt. "The question is whether the capital invested will achieve the required solution."

Meyers agrees. "There is a considerable cost to these machines and the maintenance cost aspects can't be overlooked."

Some see the development of affordable, efficient, high-speed delabelers as critical long-term because there is no guarantee all brand-owners will switch out of PET-G or to perforated labels.

"Even if the large brand owners switch, there are hundreds of smaller brands who may not change," says Meyers. "It might be good for recyclers to have delabelers as a defense" to protect their recycling stream from problematic labels.

But APR disagrees.

"We don't want anyone to think that having a delabeler is a solution to this," says Alexander. "We are working toward an in-line processing solution and we'll get there."

Things Could Get Worse First

For right now, though, "there is no solution," says Bahou of Global PET. "There is nothing on the horizon. So we have to bundle the bottles with shrink-sleeve labels in a mixed plastics bale and sell it at 5 cents a pound after paying 28 cents a pound to buy it."

As a result, full-wrap shrink sleeve labels just continue to add labor and sorting costs and drain profits because of yield losses and the processing troubles they create.

"The removal of labels comes at a cost, and that cost has been borne by reclaimers," says NAPCOR executive director Dennis Sabourin. "What reclaimers have had to do is sort and bale them separately and sell them at a loss."

Even more disconcerting is that the amount of PET bottles with full-wrap shrink sleeve labels in PET bales—roughly 5-6 percent today—is only going to escalate.

"Doing nothing is not an option," says Bender of Perpetual. "Shrink sleeve labels can't be used by anybody without further processing."

"It's already a drain to the bottom line," adds Geiger of Custom Polymers PET. "We can't afford to lose 5 percent of the incoming stream and that's what happening now. If we got up to 12-15 percent of this material, something would have to give. I don't think we could operate." ●

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IT IS STILL NOT KNOWN IF WASTE TO ENERGY WILL BE INCLUDED AS PART OF THE MIX.

RECYCLING: ONTARIO CANADA EPR UPDATE

BY JERRY HAYES, HAYES ASSOCIATES

Discussion about changes to the waste program in Ontario has been underway for some time and it has now been made public. In early June at Queen's Park in Ontario, Environmental Minister Jim Brady announced some new waste legislation and introduced a new Waste Reduction Act, which replaces the existing Waste Diversion Act. In doing so, Minister Bradley unveiled a new provincial strategy for waste reduction that provides a series of priorities:

- Mandate individual producers to be responsible for financing the cost of managing their products to end-of-life (Individual Producer Responsibility).
- Make Industry Funding Organization (IFO) participation optional for producers.
- Ensure consumers are not surprised by add-on recycling charges or eco-fees at point-of-sale—and require 'all-in' product pricing.
- Lift the 50 percent funding cap for municipalities for the material they collect.
- Create a Waste Reduction Authority that will have respon-

sibility to register obligated producers, monitor performance, and assign penalties for non-compliance.

- Enable the wind-up and transition of existing waste diversion programs to the new framework.
- Establish new standards through regulation.
- Improve recycling performance in the IC&I sector, starting with printed paper and packaging.

At the present, it is still not known if waste to energy will be included as part of the mix, but will know more as details are made available. During the discussions earlier this year this was part of the discussion.

The Minister tabled the new legislation, and it will be posted on the Environmental Bill of Rights for a period of 90 days. While Minister Bradley said he is hopeful that other political parties will support swift adoption, time and other details of this new legislation are yet to be provided.

Support from the other political parties may not be difficult since they were all involved in a meeting back in November. Attendees

at the meeting included representatives from the retail industry, industry funding organizations, producers, municipalities, the processing industry and Waste Diversion Ontario. Also attending were members of the Provincial Parliament (MPP), their staff and staff from the Minister of the Environment (MOE).

A number of organizations throughout Ontario, including the Recycling Council of Ontario, the Ontario Waste Management Association and other stakeholders, have been calling for changes to the current waste reduction policies and actively support the adoption of what they consider is this new, timely and much needed legislation. ●



THE GROUP HAS REACHED CONSENSUS ON A MAJORITY OF ISSUES.

RECYCLING: SAY SO LONG TO RECYCLING CODE ARROWS

BY JESSICA HOLBROOK

An ASTM International plastics committee has announced a big change to the Resin Identification Code: The iconic chasing-arrows symbol will be replaced by a solid, equilateral triangle.

The RIC—Nos. 1-7 inside three chasing arrows—appears on the bottom of plastic packaging. It was never intended to advertise a package’s recyclability, only to identify resin content. But the chasing-arrows symbol, which is often associated with recycling, confused some consumers. By replacing the arrows with a triangle, the code “helps bring focus back to the system’s core mission: resin identification and quality control prior to recycling,” ASTM said in a news release.

The change answers a strong plea from municipal recyclers and other recycling organizations that interact with the general public, said Thomas Pecorini, a technology fellow at Kingsport, Tenn.-based Eastman Chemical Co. and a member of ASTM subcommittee D20.95.01, which handles the code.

There will be a transitional period in switching to the triangle, Pecorini said, by phone. The new symbol will only be required on new items; molds already in place won’t have to be changed right now.

The Society of the Plastics Industry Inc. has heard various responses on the change from its members.

“Some members are pleased with the change, as they believe the modification ... helps clarify that the code is designed for resin-identification purposes and not recyclability,” said Melissa Hockstad, vice president of science, technology and regulatory affairs for the Washington-based trade association.

Some processors and mold makers have questioned how the change will impact the parts or molds they make, she said in an email.

While changes are not required to be made right away, some companies might incur costs when molds have to be updated, she said.

Changes to the RIC could be hampered by state legislation—

37 states have laws that require the RIC in its original form to be used on plastic bottles or containers. Moving from chasing arrows to a solid triangle should satisfy some state requirements, but others might still require the arrows, at least on some items like single-use water bottles, Pecorini said.

The committee is trying to avoid having two completely different sets of codes, he said.

State representatives are included in the ASTM subcommittee and the organization is focusing on outreach.

Most states will wait until additional changes are finalized before changing their laws, Pecorini said.

States generally don’t like their legislation to be a living document; they don’t want a law that says packages have to adhere to the current version of the RIC, whatever that happens to be. They instead take a “cut and paste approach,” Pecorini said.

SPI developed the RIC in 1988 to help recyclers identify and sort plastics prior to recycling.

However, items move too quickly down a sorting line for the code to be used for that purpose, Pecorini said.

According to ASTM, the symbol (Continued, see Arrows, page 32)

Resin Identification Number	Resin	Resin Identification Code - Option A	Resin Identification Code - Option B
1	Poly(ethylene terephthalate)	PETE	PET
2	High density polyethylene	HDPE	PE-HD
3	Poly(vinyl chloride)	V	PVC
4	Low density polyethylene	LDPE	PE-LD
5	Polypropylene	PP	PP
6	Polystyrene	PS	PS
7	Other resins	OTHER	O

RECYCLING CODE ARROWS [CONT'D]

is now used by municipalities, scrap brokers, recyclers, manufacturers, consumers and others in deciding the end-of-life destination of plastics materials.

SPI handed over the RIC to technical standards organization ASTM International in 2008. The ASTM subcommittee on recycled plastics published D7611, Standard Practice for Coding Plastics Manufactured Articles for Resin Identification, in 2010.

There were prior attempts to modify the RIC, but the code had become so entrenched that changes were difficult to implement, Pecorini said.

"We're taking on the challenge," he laughed.

The current ASTM D7611 gives codes for the six most commonly found resin types, in order from Nos. 1-6: PET, which it identifies

as PETE; high density polyethylene (HDPE); PVC (V); low density PE (LDPE); polypropylene (PP); and polystyrene (PS).

All other resins, including materials made with more than one type of resin from Nos. 1-6, are marked with a No. 7.

Part of the committee's ongoing efforts include finding a better way to label other individual resins—such as polylactic acid, polycarbonate, ABS and nylon—that are currently grouped under No. 7.

There's an ongoing debate over whether the committee should add numbers to the code or if it should use text or other modifications to identify or describe the resin, Pecorini said.

The committee is also discussing the need for a new code to identify linear LDPE, to distinguish

LLDPE products from HDPE or LDPE; a way to differentiate between different melt flows within each resin; and how to identify certain additives that might significantly change the properties of a resin.

Though the committee went through early periods of intense debate and discussion, the group is making good progress and has reached consensus on the majority of issues, Pecorini said. Not an easy task for "something of this magnitude, with so many players in the value chain having stakes," he said.

Some of the proposed RIC changes should go up for a vote in the next three to six months. By this time next year, some, if not most, of the changes should be in place, he said.

"I'm pretty comfortable we're on a pretty straight line now," he

said. "We've got consensus on where to go and what changes need to be made."

ASTM, headquartered in West Conshohocken, Pa., has invited anyone interested in contributing to potential revisions to ASTM D7611 to join the task group working on the new standard, D20.95.01.

SPI is also encouraging its members to participate in the committee and "to get involved in the discussion as future changes may impact them," Hockstad said.

SPI will present a June 27 webinar on the RIC. Pecorini will be a featured speaker. ●

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MANUFACTURERS THROUGHOUT UPSTATE NEW YORK WILL SUFFER WITH THIS ILL-ADVISED PROPOSAL.

RECYCLING: NYC INTRODUCES POLYSTYRENE FOAM FOODSERVICE BAN

BY WARREN ROBINSON, AMERICAN CHEMISTRY COUNCIL

Local lawmakers in New York City today [June 12] announced a bill to ban the sale of polystyrene foam foodservice products, a decision which will negatively impact thousands of New York City businesses, as well as millions of local consumers and taxpayers. The proposal, supported by the Bloomberg Administration, has the potential to cost New York City and state nearly \$100 million per year and will do little to reduce solid waste.

“A ban in New York City would cost businesses, consumers and taxpayers millions of dollars, as well as threaten jobs in the restaurant industry, in upstate manufacturing plants, and in companies that reuse foam in the greater metropolitan area,” said City Council Member Peter Vallone. “Foam can and should be recycled, and I urge the Mayor to work with the Council to explore this option instead of a ban.”

Local restaurant owners joined business leaders at a press conference this afternoon at City Hall to express concern about the effect of a ban on their businesses and bottom line, and encourage the city to explore a recycling initiative.

“I use foam containers because they’re great at keeping food fresh and because they’re economical,” said Rosemary Nunez,

owner of La Nueva Estrella El Castillo Restaurant in Brooklyn. “This is just another example of the Administration trampling on the interests of the people who create jobs in this city.”

With a ban in place, New York restaurants would need to purchase more expensive alternatives which would pressure already squeezed profit margins. In addition, these more expensive products often don’t insulate as well as their foam counterparts for hot drinks, leading to double cupping or the use of a sleeve, which actually raises costs for businesses and increases solid waste. According to a recent study published by MB Public Affairs, for every \$1.00 now spent on polystyrene foam foodservice and drink containers, businesses will have to spend at least \$1.94 on the alternative replacements, effectively doubling costs.

“Manufacturers throughout upstate New York will suffer significantly with this ill-advised proposal in New York City,” said National Federation of Independent Business NY State Director Mike Durant. “Both the Mayor and City Council need to spend more time focusing on sensible solutions to the economic ills of both the City and State rather than promoting unproven and onerous nanny-state mandates such as this.”

Beyond the economic impact, polystyrene foam foodservice is lighter and more energy efficient than its most common alternatives—which are also not currently recycled in New York City. A new study completed this month by Moore Recycling Associates on behalf of ACC found that access to polystyrene foam foodservice recycling has expanded much quicker than the recycling of alternative products, and determined that 50% of the population of major cities in California have access to foam recycling, compared with 15% of those same cities recycling or composting paper-based alternatives. By implementing a foam recycling program, New York would join these other leading cities on the cutting edge of resource recovery, building on the recently announced expansion of recycling in the city.

State officials, including Senator Michael F. Nozzolio and Assembly Minority Leader Brian Kolb, have already voiced their concerns, asking the Administration and City Council to rethink a potential ban. These officials have highlighted the negative impacts of a ban on their local businesses and on the 1,200 polystyrene jobs in New York State.

“A ban in New York City would have an immediate and dire

(Continued, see Foam, page 34)

NYC FOAM BAN [CONT'D]

effect on the in-state businesses that supply New York City restaurants and food service establishments with these containers," said Senator Nozzolio. "This ban will destroy jobs and do nothing to reduce waste. I urge the Mayor and the City Council to explore the option of recycling instead of a ban."

"This proposal will have adverse impacts that will be felt far outside New York City. A ban on these containers is expensive and will result in the loss of jobs across the state," Assembly Minority Leader Brian Kolb said. "This is bad for business, bad for communities and bad for New York."

For more information on the impact of a polystyrene foam ban, the potential for recycling and how to get involved, please visit www.putalidonitnyc.com. ●

NYC EATERIES PROTEST PS BAN AS BAD FOR BUSINESS

BY TESSA BERENSON, CRAIN'S NEW YORK BUSINESS

A bill banning the sale of polystyrene foam foodservice products in the city introduced by Mayor Michael Bloomberg drew fierce opposition Wednesday.

Bloomberg and the bill's supporters said the measure addresses a major environmental issue. Polystyrene foam takes hundreds of years to break down in landfills, and New York City is not equipped to recycle the plastic foam, they argue. But many New Yorkers mistakenly include it with their plastic recyclables, forcing the city's recycling vendors to remove it by hand. Bloomberg estimates that the transfer of the material to landfills increases the cost of recycling by as much as \$20 per ton.

But restaurant owners and business leaders say PS foam is significantly cheaper than substitute materials. They urged the city to consider the negative effect such a ban would have on small businesses at a press conference Wednesday.

"I use foam containers because they're great at keeping food fresh and because they're

economical," said Rosemary Nunez, owner of La Nueva Estrella El Castillo Restaurant in Brooklyn. "This is just another example of the administration trampling on the interests of the people who create jobs in this city."

A study conducted by research firm MB Public Affairs on behalf of the American Chemistry Council says the ban could cost the city up to \$100 million per year, and that for every \$1 now spent on foam containers, businesses will have to spend at least \$1.94 on replacements. That increased expense could have a serious impact on small business owners, especially in the restaurant industry.

Norman Edward Brown, legislative director of the New York State Council of Machinists, said a ban on PS foam will eliminate 1,500 jobs in the state and called Bloomberg's bill a "charge against the marketplace."

Instead of a banning the material, speakers urged the City Council to explore plastic-foam recycling. "The premise of this bill is that polystyrene foam is

not recyclable, and that is wrong," said Richard Master, CEO of MCS Industries Inc.

Master's company makes picture frames and architectural moldings composed of 98 percent recycled foam material. He estimated companies like his that use recycled polystyrene foam could easily absorb all the annual plastic-foam waste in New York City.

"Polystyrene foam can be, and is, a green material," said Brown, who urged Bloomberg to look to cities such as Los Angeles that require recycling of plastic foam. He said a majority of council members have yet to take a position on the bill. ●

Reprinted from Plastics News, June 12, 2013, www.plasticsnews.com.



A LOT OF PEOPLE
THOUGHT
EXPANDED PS
RECYCLING
COULDN'T BE
DONE.

RECYCLING: DART CONTAINER REPORTS PROGRESS ON POLYSTYRENE RECYCLING

BY JESSICA HOLBROOK, CRAIN COMMUNICATIONS

Dart Container Corp. is one of the largest manufacturers of polystyrene foam food packaging, so maybe it's fitting that the company also is a major player in foam recycling.

Earlier this year, the Mason, Mich.,-based company was given the Excellence in EPS Recycling Award from the EPS Industry Alliance, recognizing its "extraordinary commitment to the advancement of expanded polystyrene recycling."

Dart says it has been recycling expanded PS for about 20 years and accepts post-consumer foam packaging for recycling at 18 of its plants worldwide.

The company collects more than 1.5 million pounds of the material annually, which is recycled and sold to manufacturers that turn it into crown molding, picture frames, agricultural material and other products, said Michael Westerfield, corporate director of recycling programs for Dart, in a phone interview.

Dart also operates foam cup collection programs for its customers.

The company has sold more than 2,800 of its Recycle-Pak program kits, Westerfield said. The kits contain two corrugated recycling bins and promotional information on foam recycling. The bins are

used to collect foam cups and double as a pre-paid shipping container to send the cups back to Dart for recycling.

Dart's Cups are Recyclable—or CARE—program is aimed at larger customers, like college campuses or hospitals. Customers collect used foam food service packaging in the bin and Dart picks up the material once a month for recycling.

The company is also working with school districts in California as part of the "Going the Extra Mile" foam recycling program. Schools in the Chula Vista Elementary School District and the Riverside Unified School District collect foam lunch trays and send them to Dart to be processed for recycling.

While Dart's collection programs are great for customers, and bring in needed material, they aren't reaching the masses, Westerfield said.

So in recent years, the company has turned its focus curbside.

About 71 million pounds of expanded PS was recycled domestically in 2010, including 37.1 million pounds of post-consumer and post-commercial material, up from 69.4 million total pounds in 2008, according to the Alliance of Foam Packaging Recyclers.

"Most people, when you talk to general public, they don't even know foam is recyclable," Westerfield said. "The fact that we've overcome that and grown in such a short period of time, that's very positive."

Los Angeles launched California's first foam packaging recycling program in 2007. Seeing such a large city take on a material that was considered difficult to recycle made people realize that foam recycling is "something that has legs," Westerfield said.

According to Dart, more than 65 cities in California have access to curbside expanded PS recycling and the number keeps growing. Based on population, about 20 percent of the state can put foam packaging in their recycling bin, Westerfield said.

The company deserves some of the credit: Dart decided to invest in manufacturers and technology that could make it easier to recycle foam at municipal recycling facilities.

Foam is about 95 percent air, which can make it challenge to store and recycle. Recyclers use compacters, called densifiers, which use mechanical pressure to compress foam into smaller, workable units.

(Continued, see Polystyrene, page 36)

POLYSTYRENE RECYCLING [CONT'D]

Dart has helped developed densifiers that can recycle foam of varying densities at the same time, and take care of everything from grinding onward in one step.

The compact densifiers have a small footprint and take up little room, so they can be installed in unused spaces in recycling plants, and are designed to cut down on labor.

They can be installed underneath sorting lines, so as soon as foam is removed from a line it can go

down a chute and right into the machine or an automatic blower can move the material to the machine hands-free, Westerfield said.

The densifiers can also be leased to Dart customers that participate in the CARE program.

Much of Dart's attention has been on foam recycling in California because the area already has relatively high diversion rates, and the company was also approach by California's Depart-

ment of Resources Recycling and Recovery to help improve expanded PS recycling rates, Westerfield said.

Realistically, foam recycling will take off in locations that have already conquered "low hanging fruit" and are looking to improve recycling more difficult materials, Westerfield said.

But he was hopeful that other areas will start embracing the material.

"A lot of people thought [expanded PS recycling] couldn't be done, but it can be done, and the programs aren't stopping, they're expanding," Westerfield said. "It's possible and practical." ●

Reprinted from Plastics News, May 29, 2013, www.plastic-news.com.

The professionals for plastics recycling



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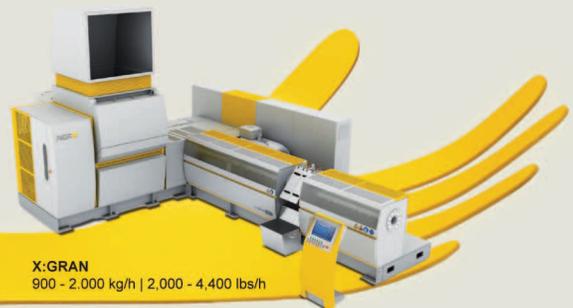
E:GRAN
10 - 50 kg/h | 20 - 110 lbs/h



A:GRAN
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U.S. MARKET SOURCES SAY WHAT'S MOST IMPACTED NOW ARE BALES OF CO-MINGLED MATERIAL.

RECYCLING:

DON'T FENCE ME IN: SCRAP EXPORTS TO CHINA CONTINUE DROPPING

BY XAVIER A. CRONIN, PETROCHEMWIRE

They've practically been giving away the polypro Super Sacks. In mid-June they were fetching three cents a pounds in some locations, picked up. What else was a supplier to do with the Chinese no longer interested? Give them away? Getting a few pennies per pound was better than lugging loads to the landfill and paying a fee or storing it until the market turns around—if it ever does.

Sellers were in Western states, including Colorado and Washington; in the South, Georgia, Tennessee and Kentucky.

By the end of June, deals were being done up to 6 cents/lb, still a far cry from prices at 20 cents/lb and higher that buyers for export to China had paid (typically cash terms) before "Operation Green Fence" slammed the door shut, starting late last year, on a lot of US scrap exports to the world's second largest economy.

It's old news now. Operation Green Fence, meant to clean up the nasty air and water pollution and various trash littering the countryside, a plague on the world's second largest economy, is in full swing. And U.S. scrap plastic exports to China are down.

An army of customs inspectors are locked in at China's ports to assure contaminated and dirty material of all sorts—scrap plastic, metal, refuse of all manner from around the world—isn't dumped into the country. In the US, exporters handling scrap plastic and regrind bound for China have been telling their suppliers that loads previously delivered to loading docks no questions asked must now be inspected.

US market sources say what's most impacted now are bales of co-mingled material—numbers 3, 4, 5, 6, 7. This can include various plastic, film, metal—whatever might be packed in. Also, mixed rigid and bulky-rigid bales are no longer a slam dunk for cash deals with exporters to China.

Prices for this material have plunged, as would be expected, and it's either not being produced in quantities pre-Green Fence, is being dispatched to landfills or is taking up space at scrap yards.

Everyone Has A Price

Supply tends always to find a home because there's nearly always a price buyers will respond to—witness super-cheap Super Sacks. Buyers for re-processors

in India, Indonesia and Malaysia are said to be taking more material originally targeted for China, and this is taking some excess material out, although these sources often want clean regrind.

And China remains the world's largest importer of scrap plastic, and the US remains a major supplier. In 2012, US plastic scrap exports (including PE, PS, PVC, PET and other material) to China were up slightly at 1.320 million short tons, from 1.296 million ST in 2011. Recent data shows 99,204 ST exported in January 2013, down from 99,517 ST in January 2012. (US Census' USA Trade Online data).

For the uninitiated, here are major plastic regrind resins produced throughout the US:

- High-density/Low-density Polyethylene (HDPE, LDPE)
- Polypropylene, CoPolymer, HomoPolymer (CoPP, HoPP)
- Polystyrene, General-Purpose (GPPS) and High-Impact (HIPS)
- Nylon 66 PA (polyamide), 6 PA
- rPET (polyethylene terephthalate)
- PVC (polyvinyl chloride)
- ABS (acrylonitrile butadiene styrene)

(Continued, see Scrap, page 38)

SCRAP EXPORTS CONTINUE DROPPING [CONT'D]

And plastic bales:

- PET, mixed colors, clear and blue
- Polypropylene, used bags
- Polystyrene, yogurt cups, hangers, HIPS white
- PVC, clear rigid bales
- ABS, computer casings
- Brand New Diapers
- Nylon, Airbags Strapping Green, chopped
- Low-density PE, film

And "Other":

- PVC pipe
- HDPE pipe orange
- Mixed PE/PP
- PC/DVD/CD mixed scrap
- HDPE purge, mixed color
- Polyester fabric scrap pieces
- Strapping Green, chopped

Twenty Percent Trash in US Plastic Scrap

A June 19 *Christian Science Monitor* article states:

"[I]n China, much of the imported plastic scrap, for example, is recycled in primitive, family-owned workshops with no facilities to treat waste water before it flows into local rivers. And Chinese recyclers 'have got used to expecting 20 percent trash' in the bales of



BIG COUNTRY, FALLING PLASTIC SCRAP IMPORTS US exports of various scrap plastic to China have been falling since the end of last year, sources say, as customs officials have increased inspections of material bound for China ports under the Operation Green Fence policy. Some material, including regrind, is being redirected to India, Malaysia and Indonesia, while piles up at US locations, as suppliers wait (and hope) for a rebound in prices.

mixed plastics they buy from the US, according to David Cornell, technical consultant to the Washington-based Association of Postconsumer Plastic Recyclers."

That's a lot of trash, and something Chinese customs enforcers are charged with keeping out of

the country. Given Operation Green Fence is not even a year old, restrictions on scrap imports should remain in place for some time. For how long, it's impossible to know. But export volumes will likely continue to fall. And it's unclear how much slack India and other Asia scrap-seekers can pick up, not to mention possible

interested parties in Mexico, throughout Latin America and Europe.

For now, it's a buyers' market for scrap that used to call China its home.

A penny for a Super Sack, anyone? ●



THE CARBON FOOTPRINT OF PLASTICS CAN BE LOWERED IN AN ECONOMIC MANNER.

SUSTAINABILITY: CALCIUM CARBONATE REDUCES THE CARBON FOOTPRINT OF PLASTIC

[Editor's Note: At the WPA meeting June 18, the audience heard from Frank Ruiz, Vice President, Research and Development, of Heritage Plastics about the brand owners' needs for reducing the carbon footprint of plastic products. Ruiz's speech focused on the movement for products to be sustainable—something that all of us have heard for some time now. Many groups such as the Sustainable Packaging Coalition are looking for ways to reduce the environmental footprint of products.]

The Heritage Story

In California particularly, regulators and legislators have a very focused mission to reduce greenhouse gasses. 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 went into effect in January, 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 past hurricanes 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. Heritage Plastics 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.”

Heritage had Boustead and Associates conduct life cycle analysis on the data provided, and this reveals that calcium carbonate mineral reinforcement indeed yields 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

(Continued, see Calcium, page 40)

CALCIUM CARBONATE [CONT'D]

be lowering those emission levels and taking in thousands more manufacturers and consumer product companies. CARB is looking at all sorts of schemes

to achieve compliance. And Cal-Recycle has also carved out a role for GHG reductions through recycling and new solid waste management practices.

The following information is provided by Heritage Plastics, and the lifecycle analysis 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.

BY SUPPORTING CALCIUM CARBONATE IN PLASTICS MANUFACTURING, WE'LL ALL BREATHE A LITTLE EASIER BY HERITAGE PLASTICS

According to the latest data from the U.S. Department of Energy, more than 191 million barrels of liquid petroleum gas (LPG) and natural gas liquids (NGL) were used by the United States plastic materials and resins industry to make plastic products in 2010, representing nearly 3% of the total U.S. petroleum consumption.¹

Not surprisingly, Federal and State governments in the United States and abroad, and brand owners are increasing pressure on the industry to reduce its dependence on petrochemical-based plastics and packaging.

Calcium carbonate (CaCO₃), the primary mineral in limestone, marble, and chalk, is a common substance found in all parts of the world. Adding CaCO₃ as component into current resin processes has been shown to lower the greenhouse gas impact of finished plastic products by reducing petrochemical and energy usage during the manufacturing process.

Calcium carbonate concentrates can be found in a wide variety of applications, including injection molding, blow molding and extrusion coating. This analysis, however, focuses on the use of CaCO₃ in high-density polyethyl-

ene resin (HDPE), which is used in the manufacture of plastic bags and film products for flexible packaging.

As part of its commitment to sustainability, Heritage Plastics was the first plastic resin compounding company to focus on highly-functional calcium carbonate concentrates, and has set new industry benchmarks with its innovative HM10® calcium concentrates.

Heritage Plastics HM10® calcium carbonate concentrate reduces overall greenhouse gases by 13%-17%, including 15%-20% reductions in oxides of sulfur (SOx), and 13%-17% reductions in oxides of nitrogen (NOx).

Additionally, HM10® calcium carbonate concentrate reduces the overall energies as a function of fuel types used by 15-20%. For example, crude oil consumption can be reduced by 16%-20%,

natural gas consumption by 15%-19%, coal consumption by 12%-16%, and electrical consumption by 12%-17%. [See Chart 1 below]

As will be shown, integrating Heritage Plastics HM10® calcium carbonate concentrate into the HDPE film production process meets the petroleum and electrical reduction goals sought by the national and international public and private sectors.

The High Environmental Cost of Plastic

For decades, plastic products have helped provide clean, healthy and efficient living environments for millions of people. Everything from plastic bags to beverage bottles, from plastic cups to park benches contributes to an endless list of plastic products whose benefits are immeasurable.

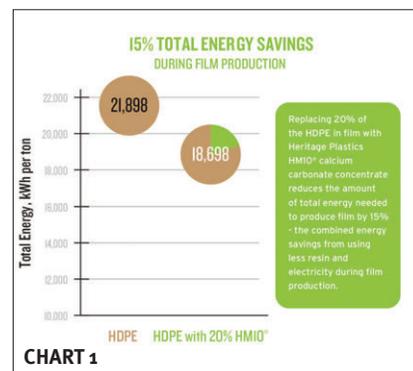
Those benefits come at a cost, however, in terms of the natural resources needed to produce them and the environmental impact during their lifecycle. According to the latest data from the U.S. Department of Energy²:

- In 2010, about 191 million barrels of LPG and NGL were used in the United States to make plastic products in the plastic materials and resins industry, equal to about 2.7% of total U.S. petroleum consumption.
- In addition to petroleum, natural gas is used to manufacture plastic materials and resins. In 2010, about 412 billion cubic feet (Bcf) of natural gas were used to make plastic materials and resins, equal to about 1.7% of total U.S. natural gas consumption.
- Electricity is also used to manufacture plastics. In 2010, about 65 billion kilowatt-hours were used, equal to about 1.7% of total U.S. electricity consumption.

products of petroleum refining, and NGL are removed from natural gas before it enters transmission pipelines.

Accordingly, the Environmental Protection Agency (EPA), the Department of Energy (DOE), and brand owners alike are encouraging the development of innovations that reduce petrochemical usage in the manufacturing process, and also reduce greenhouse gas emissions, greenhouse gases, and regional air pollutants (NOx, SOx, and particulates) over a product's life cycle.

(Continued, see Calcium, page 41)



CALCIUM CARBONATE [CONT'D]

High-density polyethylene resin (HDPE) is used in the manufacture of plastic bags and film products for flexible packaging. Since the film used to make plastic bags (including trash bags, can liners, t-shirt sacks, diaper film, and packaging) accounts for 50% of the polyethylene market, there has been considerable focus on trying to produce a “greener” plastic.

Calcium Carbonate Reduces the Carbon Footprint of Plastic

Calcium carbonate (CaCO₃), the main mineral found in limestone, marble, and chalk, is found in all parts of the world. It is the main component in common shellfish and snails, as well as in eggshells. It is commonly used medicinally as a calcium supplement, a filler in many pharmaceuticals, and as an antacid. Calcium carbonate is also a popular additive in the manufacture of plastic products, including injection molding, blow molding, and extrusion coating. This analysis focuses on its use in HDPE film.

The cost savings and performance benefits of displacing a portion of plastic with calcium carbonate has been well understood for many years. The characteristics of calcium carbonate concentrates allow polymers to heat and cool faster, resulting in significant energy savings through improved productivity, higher outputs, and faster film conversion. HDPE film made with calcium carbonate also

offers substantial environmental benefits by reducing petrochemical and energy usage during the manufacturing process, and by minimizing the carbon footprint and greenhouse gas impact of finished plastic products.

Heritage Plastics HM10® Calcium Carbonate Concentrate

U.S.-based Heritage Plastics was the first resin compounding company to demonstrate a commitment to sustainability by focusing on highly-functional calcium carbonate concentrates, offering superior products that boost performance in numerous plastic applications.

Heritage Plastics has a long history of leadership in the advancement of calcium carbonate additive technology, notably its innovative HM10® performance additive-calcium carbonate concentrate, which is produced at the company’s Sylacauga, AL facility near one of the world’s largest limestone mines.

HM10® calcium carbonate concentrate is used in applications for polyolefin extrusion, including film, sheet and thermoforming. As will be illustrated in the next section, displacing about 20% of the petrochemical-based components in film with HM10® can yield extraordinary environmental benefits, [see Chart 2 above] including:

- 15%-20% overall energy savings

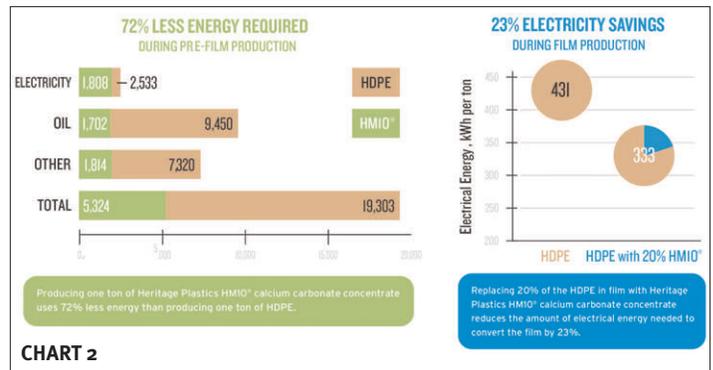


CHART 2

- 16%-20% reductions in the use of crude oil
- 15%-19% reductions in the use of natural gas
- 12%-17% reductions in the use of coal
- 12%-16% reductions in the use electricity
- 13%-17% reductions of greenhouse gases
- 15%-20% reductions of oxides of sulfur (SOx)
- 13%-17% reductions of oxides of nitrogen (NOx)
- 11%-15% reductions of particulates

HM10® Life Cycle Assessment Tests

To demonstrate commitment to sustainability and to provide evidence of the environmental benefits of its innovative HM10® calcium carbonate concentrate, Heritage Plastics contracted with independent third-party Boustead Consulting & Associates LLC

(BCAL) to complete a Life Cycle Assessment (LCA), or cradle-to-gate analysis, of the additive.

The study analyzed the energy consumption and environmental impacts of using 100% pure polyethylene (PE) resin compared to displacing 20% of the PE resin with HM10® calcium carbonate additive in both pre-film plastic pellet production, and in film production scenarios.

BCAL based its calculations on a database built over the last 25 years containing a wide variety of data relevant to the proposed study. The LCA considered both the manufacturing process of Heritage Plastics HM10® additive and its use in HDPE film production.

The following data clearly shows the benefits derived from using the innovative technology of Heritage Plastics over the comparable existing technology. [See Chart 3 below.]

Real-world Advantages of HM10®

To illustrate the real-world advantages of displacing about 20% of the petrochemical-based component in film with HM10®, we assume that 1 billion pounds of HDPE is converted into bags in (Continued, see Calcium, page 42)

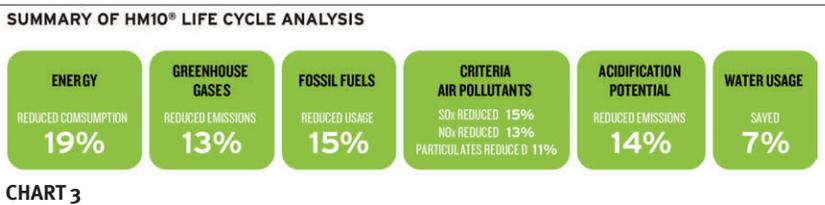


CHART 3

CALCIUM CARBONATE [CONT'D]

a typical year. By applying the 13% greenhouse gases reduction data point illustrated above, the potential amount of greenhouse gases avoided in one year is 160,550 tons.

Using the EPA Greenhouse Gas Equivalencies Calculator², that level of avoidance is equivalent to one of the following:

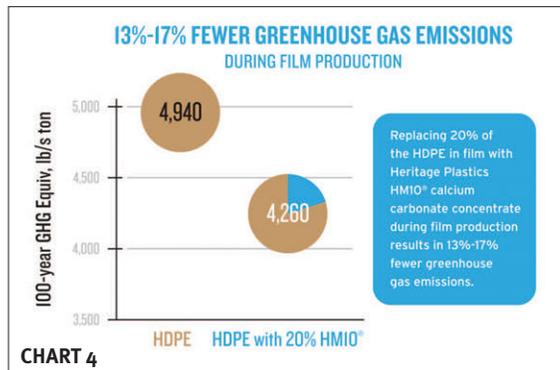
- Annual greenhouse gas emissions from 30,343 passenger vehicles
- CO₂ emissions from 16,328,308 gallons of gasoline consumed
- CO₂ emissions from 338,717 barrels of oil consumed
- CO₂ emissions from the electricity use of 21,804 homes for one year

Reducing Greenhouse Gases Starts Here

It is evident from the results of the LCA that Heritage Plastics' HM10[®] calcium carbonate concentrate delivers substantial environmental benefits when used as a component in HDPE film processing.

By displacing about 20% of the petrochemical-based component in the film, processors significantly reduce greenhouse gases and regional air pollutants (NO_x, SO_x, and particulates), and yield substantial energy savings during the manufacturing process. [See Chart 4 at right.]

Clearly, integrating Heritage Plastics HM10[®] calcium carbonate concentrate into the HDPE



film production process meets the petroleum and electrical reduction goals sought by the national and international public and private sectors. ●

¹U.S. Department of Energy, <http://www.eia.gov/tools/faqs/faq.cfm?id=34&t=6>

² <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>

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MEMBER NEWS:

ALPHA POLY PACKAGING INVESTS IN MIRAFLEX AM PRESS FROM W&H

BY WINDMOELLER & HOELSCHER CORPORATION

Alpha Poly Packaging Solutions (Alpha Poly), located in Brampton, Ontario, has ordered a MIRAFLEX AM 8 flexographic press from Windmoeller & Hoelscher. This marks the company's first investment in W&H technology.

Alpha Poly (www.alphapoly.com) was established in 1989 by the Kerrigan family as a producer primarily of polyethylene (PE) plastic bags. The jump to running complex, high-end process print jobs, offering in-house design capabilities along with converting and laminating was a natural progression for this dynamic, high-energy company.

Steady growth over the past few years has encouraged the Kerrigans to take the company to the next level by adding value to its current products and services and strengthening its ability to deliver excellent quality to customers with short turn-around times, no matter the size of the job.

"This is a pivotal time in the company's history," remarks General Manager Patrick Kerrigan. "We've given the company a makeover with a new name, logo and look. We're investing not only in the MIRAFLEX for high-end printing, but also adding a laminator from Nordmeccanica and slitter from Deacro. We want to add value to the products and service we offer to help coordinate our customers' packaging under one roof."

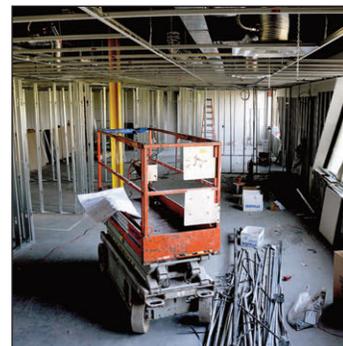
The company is adding 20,000 ft² for warehousing, using the full existing 30,000 ft² solely for production.

Alpha Poly won a Silver award in the Flexible Packaging category in the 2013 PAC Packaging Competition for its exceptional graphic design, structural design and printing of Downey Potato Farm bags. (See photo).

The 52" MIRAFLEX AM 8 is scheduled for installation in early 2014. The press is equipped with the TURBOCLEAN automatic wash-up system, the new EASY SET HD for automatic impression setting and 3D plate topography, and EASY REG S for automatic register setting. The press is capable of speeds of up to 1300 ft/min.

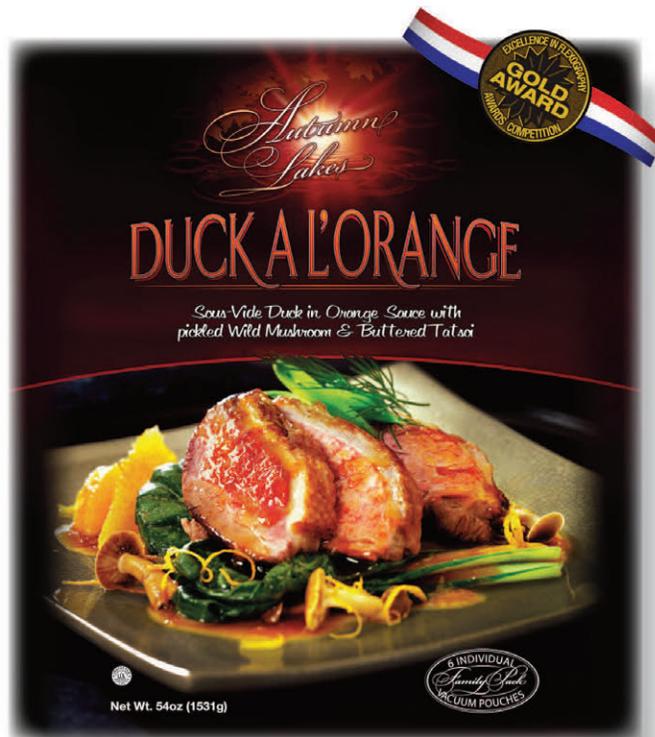
About Windmoeller & Hoelscher:

Windmoeller & Hoelscher (www.whcorp.com) is a leader in the design, manufacture and distribution of flexographic and gravure printing presses, blown and cast film extrusion systems, multiwall equipment, plastic sack and bag making machines, as well as form-fill-seal machinery for the converting and packaging industry. ●



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Congratulations to all the winners of the 2013 Flexographic Technical Association's (FTA) Excellence in Flexography Awards. **Sunshine Plastics** of Montebello, CA won Best of Show and Gold in the wide-web category for this outstanding wrapper for Duck a L'Orange, printed on a W&H 10-color press.



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SEPTEMBER 10, 2013

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TOPIC: GLOBAL CONSOLIDATION AMONG PLASTICS PROCESSORS: LEAD, FOLLOW, OR GET OUT OF THE WAY

Guest Speaker: Tom Blaige, Chairman & CEO, Blaige & Company

Tom established Blaige & Company, an international investment banking firm dedicated exclusively to the plastics, packaging and chemicals industries. He has 30 years of transaction experience; he and his team of transaction and operations experts have completed over 200 transactions and visited over 400 plastics, packaging, and chemicals operations in over 40 countries. Blaige & Company's proprietary research department tracks and analyzes over 500 plastics industry M&A transactions annually on a worldwide basis. Tom's transactions experience includes: strategic combinations with large global consolidators; the sale, acquisition and recapitalization of family-owned companies and corporate divisions; corporate divestiture and spin-off transactions; and private equity portfolio divestitures and acquisitions.

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

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