

# WPA TODAY

THE NEWSLETTER OF THE WESTERN PLASTICS ASSOCIATION

WWW.WESTERNPLASTICS.ORG

APRIL 2015

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## FEATURE:

# ARE PLASTIC BAGS BACK IN HUNTINGTON BEACH?

BY KEITH SHARON, ORANGE COUNTY REGISTER.

For two years, Huntington Beach stores have been prohibited from wrapping up groceries and other goods in plastic. The ban will officially end in 30 days.

Plastic bags brought Mike Posey into politics.

And Monday night, Posey led the charge to bring plastic bags back to Huntington Beach.

The City Council supported Posey's ordinance repealing the ban on plastic bags (and the 10-cent mandatory charge for paper bags) by a 6-1 vote.

For two years, Huntington Beach stores have been prohibited from wrapping up groceries and other goods in plastic. The repeal is now scheduled to have a second reading before it's officially adopted 30 days later.

"It was the most important issue to me," Posey said. "This one single issue inspired me to run for City Council. The ban has nothing to do with the environment. It has everything to do with a consumer's freedom of choice.

"Grocers like the convenience, cost and utility of plastic bags," he said.

Huntington Beach resident Jeff Coffman argued unsuccessfully against repealing the bag ban.

Coffman said every other U.S. city where a ban was enacted still has a ban in place.

"The last thing you need to do is add another 100 million bags (into the environment)," Coffman said. "Don't be the first city to repeal the ordinance."

The plastic bag ban was enacted in 2013 as an environmental measure aimed at keeping the beaches, ocean and storm drains clear.

Mayor Jill Hardy, who voted against the repeal, said she was concerned about the length of time the public had to review and comment on the bag agenda item.

The item's environmental impact report was posted last Wednesday.

"We should enable the public to read it and comment on it," Hardy said.

A repeal of the ban means grocers can choose whether to offer plastic bags, and they can no longer charge 10 cents for paper bags.

Of course, the whole issue will come up again in November 2016 when a statewide ban on plastic bags is on the ballot. But until then, the question "Paper or plastic?" will be appropriate again in Huntington Beach.

During the ban, Sue Gordon, the community relations manager for Rainbow Environmental Services, said she saw no impact—there seemed to be just as many bags in circulation as before.

"No matter what, the plastic bags we pick up get recycled," Gordon said. "We never did see a measurable difference."

Rainbow sells recycled bags for use in making crown molding, among other products. ●

Reprinted from Orange County Register, April 21, 2015

## SAVE THE DATE: MAY 12

### WPA Canada Meeting

CANADIAN EPR:  
HEAR WHAT'S  
REALLY  
GOING ON...



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See page 2 for details →

# THE LATEST ON *Canadian EPR Programs*

## MAY 12, 2015

### EXTENDED PRODUCER RESPONSIBILITY: HEAR WHAT IS REALLY GOING ON AND WHAT YOU AND YOUR CUSTOMERS NEED TO KNOW...

Today, more than 200 EPR programs and 30 categories of materials are targeted under various frameworks. To learn more about Canadian EPR, join us for an evening with Marina Pietrosel, Senior Consultant, Sustainable Development, SustainableStrat Inc.

#### Guest Speaker: Marina Pietrosel, Environmental Management Expert

**Marina Pietrosel** – An expert in environmental management for fifteen years, Marina Pietrosel brings to the table a vast knowledge of EPR programs in Canada and around the world, and experience with process waste management, product life-cycle analysis, eco-friendly packaging, and the exploration of emerging materials for the future. While efficiently managing a wide diversity of projects, at Eco Entreprises Quebec, an industry funding organization in Quebec, and Cascades Recovery, she has made strategic relationships within the industry, including stakeholders, private corporations, government representatives, pivotal organizations and relevant associations.

Marina Pietrosel achieved a Specialized Graduate Degree (D.E.S.S.) in Management and Sustainable Development, as well as a Bachelor degree in Management, from the École des Hautes Études Commerciales de Montréal (HEC), a globally recognized institution and one of Canada's leading business schools.

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Contact Laurie Hansen for details on how your company can market its services and products to key industry professionals.

916.930.1938 or  
[info@westernplastics.org](mailto:info@westernplastics.org)

#### WHEN:

Tuesday, May 12, 2015  
5:30 PM Registration & Networking  
6:30 PM Program & Dinner

#### WHERE:

River Rock Casino Resort  
8811 River Road, Richmond, BC V6X 3P8

\* To reserve a hotel room, contact the hotel at 604.247.8900 or toll free at 866.748.3718.

#### COST:

RSVP by May 8, 2015  
WPA Member: \$70  
First-time Attendee: \$70  
Non-WPA Member: \$100

RSVP after May 8, 2015  
WPA Member: \$90  
First-time Attendee: \$90  
Non-WPA Member: \$120

Walk-ins at the event: Add \$10.  
Cancellation Policy: Cancellations must be made 48 hours prior to the event. Registration is non-transferable to another event; send a substitute if you are unable to attend. No-shows will be billed.

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John Picciuto, President of the Western Plastics Association

WE STRIVE TO REPRESENT THE FILM AND RECYCLING CONCERNS WITH THOUGHTFUL ANALYSIS AND OPEN DIALOGUE.

**PRESIDENT'S VIEW:**

**RESPONSIBILITIES SUPPORTED BY A COMMITTED MEMBERSHIP**

BY JOHN PICCIUTO, WPA PRESIDENT.

Thank you all for the opportunity to represent the Western Plastic Association as President. I expect 2015 will be an event-filled year with the recent publishing of the NCEAS study on Marine Debris, CalRecycle's efforts for Extended Producer Responsibility and the Referendum vote of the bag ban in 2016. Fortunately, my responsibilities are supported by a committed membership with a sincere desire to promote our industry and its products. Although we don't always agree on every issue we continuously strive to represent the film and

recycling concerns with thoughtful analysis and open dialogue.

This was recently demonstrated at our Board/Legislative Committee discussion where we agreed that the responsibility of driving the issue of EPR is with the brand owners and big box retailers since they make the actual packaging decisions, determine packaging design and distribution of our products.

We also decided that there is need for a concerted effort toward effective use and implementation of recycling programs

to meet the state's goal of 50% reduction in packaging disposed in California by 2020.

I look forward to the opportunity to represent the group at the Flexible Film and Bag conference later this month and the Vancouver meeting in May where Canadian EPR will be the featured topic. I invite each of you to join us for the June Annual Conference in Newport Beach and welcome any input you might have regarding our direction and approach. ●

**DON'T MISS IT: JUNE 23-25, 2015**  
*WPA Annual Conference*

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<<< see page 4 for additional information & registration >>>

# WPA Annual Conference

## JUNE 23–25, 2015

### HYATT NEWPORT BEACH

#### GET INFORMED, STAY CONNECTED

Tuesday, June 23: 5:30 pm Welcome Reception  
Wednesday, June 24: Technology Day, by Reifenhauer  
Thursday, June 25: Business and Policy Forum

Join your WPA colleagues – you don't want to miss the discussion on these great topics:

- OSHA and EPA Updates
- Retailer/Brand Owner Panel: Customer Priorities
- Marine Debris & Resin Pellets
- Plastic Recycling Efforts: How to Purchase PCR
- What NGOs and Retailers Say About Plastics
- New Materials, Design Innovations & Product Management
- End of Life Options

#### BOOK NOW AND \$AVE!

##### REGISTER BY JUNE 9

First registrant: \$299

Second from same company: \$249

Third from same company: \$199

Spouse attendance to the dinner on Wednesday: \$95

##### REGISTER AFTER JUNE 9

First registrant: \$359

Second from same company: \$309

Third from same company: \$259

[<< REGISTER NOW - click here >>](#)

[Click here to book your hotel room: Special \\$180 WPA rate](#)

If you have any questions, please contact Amy: 916.930.1938 | [info@westernplastics.org](mailto:info@westernplastics.org)



Laurie Hansen, Executive and Legislative Director for Western Plastics Association

THESE ARE THE HIGHER PRIORITY BILLS CURRENTLY IN CALIFORNIA'S LEGISLATURE.

## LEGISLATIVE UPDATE: CALIFORNIA BILLS ON WPA'S WATCH LIST

BY LAURIE HANSEN, WPA EXECUTIVE DIRECTOR

Following are the higher priority bills from California that WPA is watching:

### **AB 48 (Stone, Mark | D) Cigarettes: single-use filters.**

**Summary:**  
Would state findings and declarations of the Legislature regarding the health and safety hazards to residents of the state related to cigarettes utilizing single-use filters. The bill would prohibit a person or entity from selling, giving, or in any way furnishing to another person of any age in this state a cigarette utilizing a single-use filter made of any material, including cellulose acetate, or other fibrous plastic material, and any organic or biodegradable material.

### **AB 190 (Harper | R) Solid waste: single-use carryout bags.**

**Summary:**  
Current law, inoperative due to a pending referendum election, would otherwise, as of July 1, 2015, prohibit stores that have a specified amount of sales in dollars or retail floor space from providing a single-use carryout bag to a customer, with specified exceptions. This bill would repeal the above provisions and related provisions. This bill contains other related provisions and other existing laws.

### **AB 191 (Harper | R) Solid waste: single-use carryout bags.**

**Summary:**  
Current law, inoperative due to a pending referendum election, would, as of July 1, 2015, prohibit stores that have a specified amount of sales in dollars or retail floor space from providing a single-use carryout bag to a customer and prohibit those stores from selling or distributing a recycled paper bag at the point of sale unless the store makes that bag available for purchase for not less than \$0.10. This bill would repeal the requirement that a store that distributes recycled paper bags make those bags available for purchase for not less than \$0.10. This bill contains other related provisions.

### **AB 199 (Eggman | D) Alternative energy: recycled feedstock.**

**Summary:**  
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 and authorizes the authority to approve a project for financial assistance in the form of a sales and use tax exclusion. This bill would expand projects eligible for the sales and use tax exclusion to include projects that

process or utilize recycled feedstock, but would not include a project that processes or utilizes recycled feedstock in a manner that constitutes disposal.

### **AB 708 (Jones-Sawyer | D) Consumer products: content information.**

**Summary:**  
Would, commencing July 1, 2016, prohibit the manufacture, sale at the wholesale or retail level, or distribution of certain consumer products unless the manufacturer (1) discloses each ingredient contained in the product by posting that information on the product label and on the manufacturer's Internet Web site, as prescribed, and (2) provides the Web site and page address on the product label, along with a prescribed statement. By creating a new crime, this bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws.

### **AB 876 (McCarty | D) Compostable organics.**

**Summary:**  
Would require the Department of Resources Recycling and Recovery, in coordination with the State Air Resources Board, to promote the use of compostable  
*(Continued, see Watch, page 6)*

BILL WATCH LIST [CONT'D]

organics for critically needed alternatives to agricultural amendments and for low-carbon fuel manufacturing to reduce fugitive methane emissions associated with landfill and other waste operations. This bill contains other existing laws.

**AB 888 (Bloom | D) Waste management: plastic microbeads.**

**Summary:**  
Would prohibit, on and after January 1, 2020, a person, as defined, from selling or offering for promotional purposes in this state a personal care product containing intentionally added plastic microbeads, as specified. The bill would exempt from those prohibitions the sale or promotional offer of a product contain-

ing less than 1 part per million (ppm) by weight of plastic microbeads, as provided. This bill contains other related provisions.

**AB 997 (Allen, Travis | R) Recycling: plastic material.**

**Summary:**  
Current law requires the Department of Resources Recycling and Recovery to administer state programs to recycle solid waste, plastic trash bags, plastic packaging containers, waste tires, newsprint, and other specified materials. This bill would restate the policy goal of the state to provide that the goal is for not less than 75% of solid waste generated to be source reduced, recycled, used for power generation in dedicated anaerobic digesters as well as in modern

landfills capturing methane gas, or composted by the year 2020, and annually thereafter.

**AB 1045 (Irwin | D) Organic waste: composting.**

**Summary:**  
Would require the California Environmental Protection Agency, in coordination with the Department of Resources Recycling and Recovery, to develop and implement policies to aid in diverting 50% of organic waste from landfills by 2020 by promoting the composting of specified organic waste and by promoting the appropriate use of that compost throughout the state. The bill would require the agency to promote a goal of reducing at least 5 million metric tons of greenhouse gas emissions per year

through the development and application of compost on working lands, and would authorize the agency to work with the Department of Food and Agriculture to achieve this goal.

**AB 1090 (O'Donnell | D) Sales and use taxes: exemption: reshoring jobs.**

**Summary:**  
Would exempt from those sales and use taxes, on and after January 1, 2016, 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 to be used primarily in any stage of reshoring jobs by qualified businesses engaged in manufacturing, research and  
*(Continued, see Watch, page 7)*

  
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BILL WATCH LIST [CONT'D]

development, and construction, as specified; qualified tangible personal property purchased for reshoring by a qualified person to be used primarily in research and development; qualified tangible personal property purchased for use by a qualified person to be used primarily for the reshoring of jobs by qualified businesses engaged in manufacturing, research and development, and construction; and qualified tangible personal property purchased for use by a contractor purchasing that tangible personal property for use in the performance of a construction contract for the qualified person, who will use that tangible personal property as an integral part of reshoring jobs by qualified businesses engaged in manufacturing, research and development, and construction for use in connection with those processes, as provided.

**AB 1136 (Steinorth I R) Reusable grocery bag and recycled paper bag: fee: exemptions.**

Summary:

Current law, inoperative due to a pending referendum petition, would, as of July 1, 2015, prohibit stores that have a specified amount of sales in dollars or retail floor space from providing a single-use carryout bag to a customer and would prohibit those stores from selling or distributing a reusable grocery bag or a recycled paper bag at the point of sale unless the store makes that bag available for purchase for not less than \$0.10. Subject to the referendum petition, this bill would expand the

group of customers who would be provided a reusable grocery bag or a recycled paper bag at no cost at the point of sale to include a customer who is 65 years of age or older and a customer who provides proof of current attendance at a California college or university.

**AB 1333 (Quirk I D) Renewable energy.**

Summary:

Under the Public Utilities Act, electrical corporations are required to file with the Public Utilities Commission a standard tariff for electricity purchased from certain electric generation facilities. The act declares it is the policy of this state and the intent of the Legislature to encourage electrical generation from eligible renewable energy resources. This bill would specifically include in those eligible renewable energy resources those that can be used to meet peak demand. The bill also would make nonsubstantive changes and would correct erroneous cross-references.

**AB 1435 (Alejo I D) Hazardous waste: toxics: packaging.**

Summary:

The Toxics in Packaging Prevention Act defines the term “package” as meaning any container that provides a means of marketing, protecting, or handling a product and specifies that a package does not include a reusable bag. This bill would also exclude a “glass beverage container” and a “glass food or drink container” from the definition of “package.”

**AB 1447 (Low I D) Solid waste: PET food and beverage packaging.**

Summary:

Would require, on and after January 1, 2017, and annually thereafter, a California manufacturer of containers primarily composed of polyethylene terephthalate (PET) and used for food or beverages to report to the department, in a manner determined by the department, certain information, including the total amount of tons of new PET plastic packaging made for sale by that manufacturer.

**SB 509 (Hueso I D) Plastic products: labeling.**

Summary:

Would authorize the labeling of commercial agricultural mulch film, as defined, sold in the state as “soil biodegradable” if it meets a specified standard for biodegradability of plastics adopted by ASTM International and that standard is also adopted by the Director of Resources Recycling and Recovery. The bill also would make nonsubstantive changes relating to the definition of ASTM International.

**SB 625 (Galgiani I D) Water pollution: synthetic plastic microbeads.**

Summary:

The Safe Drinking Water and Toxic Enforcement Act of 1986 (Proposition 65) prohibits any person, in the course of doing business, from knowingly and intentionally exposing any individual to a chemical known to the state to cause cancer or

reproductive toxicity without giving a specified warning, or from discharging or releasing such a chemical into any source of drinking water, except as specified. This bill would declare the intent of the Legislature to enact legislation that would prevent water pollution from synthetic plastic microbeads.

**SB 662 (Committee on Environmental Quality) Recycling.**

Summary:

This bill would authorize the Department of Resources Recycling and Recovery to expend money in the Recycling Market Development Revolving Loan Subaccount to make payments to local governing bodies within recycling market development zones for services related to the promotion of the zone.

**SB 732 (Pan I D) Beverage container recycling: processing fees: PET beverage containers.**

Summary:

The Department of Resources Recycling and Recovery is prohibited from imposing a processing fee on PET beverage containers if a willing purchaser offers to purchase empty PET containers at a voluntary artificial scrap value that is equal to the processing fee, as specified. This bill would delete the provisions prohibiting the department from imposing a processing fee on PET beverage containers for which there is such a willing purchaser. This bill contains other related provisions and other existing laws. ●



CALIFORNIANS RECYCLED AN ESTIMATED 37 MILLION TONS OF MATERIALS IN 2013.

## RECYCLING: STATE OF RECYCLING IN CALIFORNIA

BY CALRECYCLE

### EXECUTIVE SUMMARY

For the past 25 years, the California Department of Resources Recycling and Recovery (CalRecycle) has been tasked with monitoring and promoting recycling in California. During that time, the landscape and requirements of recycling in the state have dramatically changed. This report summarizes the current state of recycling in California, particularly with respect to the implementation of Assembly Bill 341 (AB 341, Chesbro, Chapter 476, Statutes of 2011), which establishes the new goal of 75 percent recycling statewide by 2020.

Following an overview of the major laws directing recycling and diversion, this report addresses six questions:

1. What counts as recycling under AB 341?
2. What is the recycling infrastructure in California?
3. How is recycling tracked and quantified in California?
4. How is the California recycling infrastructure supported?
5. How does California's recycling system operate for different material types?
6. How does California's recycling system compare with other states and countries?

Under each of these six sections, this report details what is cur-

rently known, discusses what is unknown or estimated, and highlights where data gaps exist in terms of amounts, types, facilities, and material flows as they relate to the recycling infrastructure in California. This report is paired with a "State of Disposal in California" report that focuses on the disposal infrastructure.

AB 341's 75 percent statewide recycling goal has three components: source reduction, recycling, and composting. In contrast to earlier diversion mandates, disposal-related activities, including alternative daily cover, alternative intermediate cover, transformation, waste tire-derived fuel, and beneficial reuse at solid waste landfills, do not count toward the statewide recycling goal.

The recycling infrastructure in California is large and complex; recyclable materials often travel through multiple facilities once they are collected from a generator. Facilities may specialize in one type of recyclable material, such as a plastic reclaimer, or they may diversify, such as a material recovery facility. With specific exceptions for recycling programs that are tied to financial payments, there is no mandatory reporting requirement for recycling facilities. Instead, facilities are asked to voluntarily report annual throughput and capacity for

various materials to CalRecycle. As a result, it is extremely challenging to gauge the number of recycling facilities in California, their current throughput, their actual capacity, or their ability to accommodate a growing in-state recycling market.

Most of the recycling efforts in California are supported at the local government (jurisdiction) level. CalRecycle requires individual jurisdictions to report on their types of recycling and diversion programs each year and pursuant to statute, formally reviews their progress in implementing these programs in two- and four-year cycles. In some cases, jurisdictions require more detailed reporting of recycling efforts than what is provided to CalRecycle. The data aggregated at the state level, however, does not allow for a full understanding of the statewide recycling infrastructure.

In 2013, Californians recycled an estimated 37 million tons of materials. Another 550,000 tons of material was collected through various individual programs for specific types of hazardous waste (including used oil, covered electronics, and paint). Used oil, covered electronics, and paint are tracked reliably, since the amount of material collected is directly related to the money received by recycling (Continued, see Recycling, page 9)

RECYCLING IN CALIFORNIA [CONT'D]

processors or is required information under the paint extended producer responsibility (EPR) program. In addition, 6.8 million tons of disposal-related material (alternative daily cover, alternative intermediate cover, beneficial reuse at landfills, transformation, and waste tire-derived fuels) were reported in 2013.

Of the estimated 37 million tons of recyclables collected in 2013, less than 4 percent was systematically tracked at the state level. The materials were tracked through three programs: beverage container recycling, waste tire collection, and carpet EPR. For other components of the recycling stream, including plastic resin, glass, metal, and fiber

(paper) recycling, composting and organic materials management, and construction and demolition recycling, material amounts are not formally tracked. The best Department numbers regarding the amount of these types of recyclables are from previous industry surveys, internal estimates, annual market surveys, or approximations using voluntarily reported facility information. None of these techniques are necessarily an accurate reflection of the recycling landscape.

Although California's recycling infrastructure compares favorably to other states in terms of the amount of material that is recycled, California knows signifi-

cantly less about what types of materials are recycled in comparison to other states. For example, approximately 33 states have recycling tracking requirements at a broader array of facilities than California does. This allows for a more detailed analysis of the overall recycling infrastructure. As a result, numerous states are able to partially track metal, paper, plastic, and glass recycling, although these programs may not afford comprehensive data.

Under AB 341, California will have achieved its 75 percent statewide recycling goal when the average disposal rate is less than 2.7 pounds per person per day. However, without a more

precise picture of the recycling infrastructure, it is impossible to determine whether that disposal rate will be an accurate reflection of 75 percent recycling in 2020. In other words, there will be no way to verify if reductions in disposal are actually due to source reduction, composting, or recycling in California rather than less desirable end uses. ●

[The full 81-page report by CalRecycle is available online—click here.]

Executive Summary reprinted from [www.calrecycle.ca.gov](http://www.calrecycle.ca.gov), March 2015.

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March 11, 2015

Re: Invitation to Accept CalRecycle's Manufacturer's Challenge

Thank you for ——— interest and participation in CalRecycle's efforts to identify strategies to increase packaging recovery in California. It is in this spirit of continued engagement that I invite ——— to participate in CalRecycle's Manufacturer's Challenge and an upcoming associated workshop on June 17, 2015.

As you know, California has a statewide policy goal of not less than 75 percent of solid waste generated be source reduced, recycled or composted by the year 2020. CalRecycle estimates that packaging represents about one quarter of the state's disposal stream and therefore its reduction and/or recovery play in important role in helping to achieve this goal.

The Manufacturer's Challenge is a voluntary opportunity to product manufacturers and brand owners (on an industry level, not at the individual company level or representing only a small group of companies) whose packaging contributes to the disposal stream to present CalRecycle and the stakeholders of California with its ideas and proposals to meet a goal of 50 percent reduction in packaging disposal in California by the year 2020. We are reaching out to industry and trade associations in an effort to reach as many manufacturers and brand owners as possible to accept this challenge and participate in the June workshop. It is my hope that ——— will take advantage of this opportunity to present its proposals to meet this goal.

I'd like to schedule some time for a meeting or conference call in the next few weeks to discuss details about the workshop and ——— participation. I've asked Cynthia Dunn, our packaging lead, to coordinate this effort, so she will be in contact with you shortly.

We look forward to continuing to collaborate with ——— on solutions that will help achieve our respective sustainability goals. You may contact Cynthia Dunn at (916) 241-0449 if you have additional questions.

Best regards,

Caroll Mortensen  
Director

Enclosure: CalRecycle's Manufacturer's Challenge Description document [see page 11]



## CalRecycle's Manufacturer's Challenge

**Individual company initiatives are critical and necessary, but they are not sufficient to solve the disposal problem.** CalRecycle lauds the many efforts of individual companies to optimize their products' packaging and reduce the negative environmental impacts of the packaging associated with their products. However, in spite of these efforts, about 10 million tons of packaging is still landfilled in California every year, representing about one quarter of the state's total disposal stream. Over the last two years, CalRecycle has focused on understanding the range of issues and good efforts associated with increasing packaging recovery, including holding broad stakeholder workshops and meeting individually with manufacturers and brand owners on these topics. It is time for a substantial industry-wide effort to improve end-of-use packaging recovery in a meaningful way.

**The Challenge:** Packaging manufacturers and brand owners (on an industry level, not at the individual company level or representing only a small group of companies) achieve a goal of 50% reduction in packaging disposed in California by 2020, particularly for the paper and plastic-based packaging identified as priority categories in CalRecycle's November 2014 workshop<sup>1</sup>.

Attend a Manufacturer's Challenge Public Workshop on June 17, 2015 at Cal/EPA Headquarters in Sacramento California. Packaging-related industry and trade associations, on behalf of their members, to share commitments, thoughts, and ideas on the points of discussion, above.

### Key CalRecycle expectations:

- **Product manufacturers and brand owners join together to determine how to meet this goal**
- **Efforts are quantified, measured, and transparent**
- **Goal is met**

### Points of Discussion:

- 1) What course of action and resources will you commit in order to reach a 50% reduction in packaging sent for disposal (e.g., landfill and transformation and engineered municipal solid waste conversion facility) in California by 2020?
  - What baseline do you propose?
  - What metrics will you use? E.g. Collection = % of packaging sold (by weight) that is collected through the initiative and Diversion = % of packaging sold (by weight) that is diverted from disposal through source reduction, reuse, recycling, or composting
  - What are your key milestones and associated timelines?
  - How will you make the process and outcomes transparent to CalRecycle and the public?
- 2) How will these activities be financed?

This has always been a key issue in discussions about packaging initiatives, whether they be voluntary individual efforts or mandated programs. In the last few years, and 2014 in particular, we have seen an unprecedented public acknowledgement that manufacturers and brand owners need to be part of the financial solution to recover more end-of-use packaging (e.g., The Closed Loop Fund, The Recycling Partnership, Nestle Waters NA's support of Extended Producer Responsibility for Packaging and Printed Paper). There exists a significant opportunity for non-government, non-taxpayer entities help fund comprehensive solutions throughout the supply chain.
- 3) What legislative mechanisms, if any, are necessary for you to meet this goal?

<sup>1</sup> CalRecycle Packaging Workshop Background Paper: Increasing collection and recovery of packaging in California at <http://www.calrecycle.ca.gov/Actions/Documents%5c77%5c20142014%5c1203%5cCalRecycle%20Packaging%20Background%20Paper%202014.pdf>



BUT RIGID  
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DUE TO CHINA'S  
GREEN FENCE.

## RECYCLING: RECYCLING OF PLASTIC WRAPS, BAGS, FILM SURGES 11% IN 2013

BY JENNIFER KILLINGER, AMERICAN CHEMISTRY COUNCIL

The recycling of postconsumer plastic film packaging surged 116 million pounds, or 11 percent, in 2013 to reach a reported 1.14 billion pounds, according to a national report released today at the 2015 Plastics Recycling Conference. This marks the highest annual collection of plastic film—a category that includes product wraps, bags and commercial stretch film made primarily from polyethylene (PE)—for recycling, since the survey began in 2005.

The 2013 National Postconsumer Plastic Bag & Film Recycling Report also found a 74 percent increase in polyethylene film collected for recycling since 2005. Moore Recycling Associates Inc., which authored the report for the American Chemistry Council's Plastics Division, attributes the gain to a combination of increased collection and more comprehensive reporting.

The increases detailed in the report show that greater collection is taking place among small- and mid-sized businesses and that consumers are bringing more of their used flexible plastic wraps to at-store collection programs to be recycled.

"We are pleased to see such strong growth in the recycling of polyethylene wraps," said Steve Russell, vice president of plastics for the American Chemistry Council. "These increases highlight the critical role that grocers, retailers and other businesses play in collecting this valuable material."

In recent months, several major brands and retailers have started placing the Sustainable Packaging Coalition's (SPC) "store drop-off" label on their film packages to remind consumers to bring their used polyethylene wraps back to participating grocery and retail stores to be recycled. In addition, the SPC, Flexible Film Recycling Group, and Association of Postconsumer Plastic Recyclers have launched the Wrap Action Recycling Program, or WRAP, which makes it easier for state and municipal governments, brands and retailers to increase awareness of opportunities to recycle used PE wraps at local stores.

Recycled PE film is used to make a range of products, including durable composite lumber for outdoor decks and fencing, home building products, lawn and

garden products, crates, pipe, and film for new plastic packaging.

A separate report released today found that just over one billion pounds of rigid plastics, excluding bottles (measured separately), was collected to be recycled in the United States in 2013, representing triple the amount collected since just 2007 and a slight dip (one percent) since 2012.

The 2013 National Postconsumer Non-Bottle Rigid Plastic Recycling Report also found a 17 percent annual increase in domestic processing of these postconsumer items, with 67 percent processed in the United States and Canada—the highest rate since the annual report was introduced in 2007.

Of the resin categories measured in the survey, high-density polyethylene (HDPE) and polypropylene (PP) showed modest increases in 2013, with HDPE making up 36 percent and PP making up 39 percent of the total one billion pounds.

*(Continued, see Surges, page 13)*

RECYCLING SURGES IN 2013 [CONT'D]

The primary domestic uses for these post-consumer materials include automotive parts, crates, buckets, pipe, and lawn and garden products.

An important driver of domestic processing is the growth of plastic recovery facilities, or PRFs, which purchase mixed rigid bales (typically less valuable) and separate them into segregated resins.

The one-percent decrease in rigid plastics recycling is the only dip in the report's history and is largely attributable to China's stricter standards for accepting scrap imports, commonly referred to as the "Green Fence," which began in 2013.

According to Moore Recycling Associates, the Green Fence had a two-fold impact on markets for recycled plastics: China's tighter

controls resulted in more material available for U.S. plastic processors, and U.S. recyclers have had to meet higher quality standards to sell this material domestically and abroad.

"Recyclers addressed the challenges and opportunities presented by the Green Fence, and we believe that the plastic recycling industry emerged stronger as a result," said Patty Moore,

president of Moore Recycling. "Recycled plastic producers have invested in advanced separation infrastructure or taken other steps to create higher quality bales with greater yields." ●

*Press release reprinted from American Chemistry Council, February 24, 2015.*

**RECYCLING:  
NEW AF&PA VIDEO AND WEBPAGE  
PROMOTE IMPROVED PAPER RECYCLING**

BY ANNE PIACENTINO, WASHINGTON STATE RECYCLING ASSOC.

The American Forest & Paper Association's (AF&PA) new "What is Recyclable?" Web page and "Improving Paper Recycling" video promote increased quantity and quality of paper and paper-based packaging recovered for recycling. These new resources are part of AF&PA's ongoing effort to increase paper recovery.

*[Click here to view the Web page and video online.]*

"When using recovered fiber to make new paper products, the quality of materials used is especially important," said AF&PA Executive Director for Recovered Fiber Brian Hawkinson. "Following the advice in our video and on our webpage improves paper recycling, which in turn helps maximize the amount of paper that can be used to make new products."

The video encourages people to recycle a wide range of paper and paper-based packaging products and to make sure those products are clean and dry before placing them in the recycling bin.

Information on the paper and paper-based packaging items most commonly accepted for recycling in the U.S., and how to prepare them before placing

them in the recycling bin, is available on the webpage.

For other information and tips on paper recycling, free classroom resources, statistics, and more, visit [www.paperrecycles.org](http://www.paperrecycles.org). ●

*Reprinted from www.wsra.net, January 13, 2015.*





GRANTS WILL RANGE FROM AN ESTIMATED \$15,000 TO \$50,000 EACH.

## RECYCLING: GRANT PROGRAM SPARKS INTEREST/IMPROVEMENTS IN RESIDENTIAL FOAM RECYCLING

BY NATHA DEMPSEY, FOODSERVICE PACKAGING INSTITUTE

The Foam Recycling Coalition launched a new grant program to help fund infrastructure for the collection, processing and marketing of products made from polystyrene foam. The grant program targets the following post-consumer polystyrene foam products:

- foodservice packaging (i.e. cups, plates, bowls, clamshells, cafeteria trays);
- egg cartons;
- meat trays; and
- protective packaging (used when shipping electronics and other fragile items).

The coalition, part of the Foodservice Packaging Institute, is seeking applicants involved in managing residential curbside recycling programs, drop-off recycling centers and commercial recycling programs. Material recovery facilities also are expected to apply for funding, especially those looking to add or strengthen a polystyrene foam program. Grants, available to both public and private sectors, will range from an estimated \$15,000 to \$50,000 each.

“Dozens of cities in the U.S. and Canada already recycle foam, keeping it out of landfills,” states Lynn Dyer, president of the Foodservice Packaging Institute. “With growing end-market

demand for foam and improvements in foam equipment and handling, this new grant program serves as a catalyst to increased residential foam recycling.”

Grant amounts will be determined on a case-by-case basis dependent upon equipment needs. No cash match is required, but additional costs may be incurred by the grantee for related items such as site preparation, provision of conveying system, electrical infrastructure, freight and other installation costs.

Grantees will be expected to communicate the addition of polystyrene foam to their recycling program, both directly to households and in their regular communication materials. Grantees also will commit to collecting, processing and marketing polystyrene foam for a minimum of three years—and report on the volumes to the coalition.

The Foam Recycling Coalition was formed last year to focus exclusively on recycling foodservice packaging made from foam. Its members include Americas Styrenics; Cascades Canada ULC; CKF Inc.; Chick-fil-A; Commodore; Convermex; D&W Fine Pack; Dart Container Corp.; Dolco Packaging, A Tekni-Plex Company; Dyne-A-Pak; Genpak; Hawaii Foam Products; Pactiv Foodservice/

Food Packaging; Shell Chemical LP and Styrolution America LLC. Additional support of the coalition comes from the EPS Industry Alliance.

Applications must be submitted by March 16, 2015. Grant recipients will be announced by April 30.

Further information and grant applications are available at [www.fpi.org/recyclefoam](http://www.fpi.org/recyclefoam).

**About FPI:** Founded in 1933, the Foodservice Packaging Institute (FPI) is the leading authority for the North American foodservice packaging industry. FPI encourages the responsible use of all foodservice packaging through promotion of its benefits and members’ products. Serving as the voice of the industry to educate and influence stakeholders, FPI provides a legal forum to address the challenges and opportunities facing the foodservice packaging industry. Members include foodservice packaging manufacturers and their raw material and machinery suppliers, restaurants, grocery and convenience stores, distributors and nearly 50 school districts, colleges and universities. Learn more at [www.fpi.org](http://www.fpi.org). ●

*Reprinted from FPI press release, January 13, 2015.*



CHINA'S CRACK-DOWN SENT RIPPLES THROUGH THE NORTH AMERICAN PLASTICS RECYCLING SECTOR.

## RECYCLING: OREGON PLASTICS RECOVERY DROPS AFTER RECORD HIGH YEAR

BY JARED PABEN, RESOURCE RECYCLING

Oregon recovered 4.4 percent less plastic from its waste stream in 2013 than it did during the historically high year before, according to a state report.

A recently released Oregon Department of Environmental Quality (DEQ) report showed 54,884 tons of plastics were recovered from the municipal waste stream in 2013, down from 57,403 tons the year before.

Peter Spendelow, materials management specialist at DEQ, said he didn't know exactly why plastics recycling decreased, but "the most logical explanation would be it was associated with the Green Fence in China."

Operation Green Fence, the customs enforcement action which spanned from February to November in 2013, was an effort by China to reduce imports of lower quality plastic bales. The customs crackdown sent ripples throughout the North American plastics recycling sector.

"If they don't have a market for it and China isn't accepting it anymore, they probably simply turned around and got rid of some of the stuff that was already collected," he said.

In 2013, decreases were seen across all four of the tracked plastics recycling categories: composite plastic, plastic film, other plastics and rigid plastic containers. Various types of beverage containers are included in the rigid plastic containers category.

The weight of plastics recovered in 2012 was the highest since the state began tracking in 1992, largely because of a 26.7 percent increase in film recycling versus the year prior. While film volumes dropped slightly in Oregon in 2013, the total was still well above historical levels, coming in at 14,583 tons.

Spendelow noted that increased availability of bag drop-offs could be contributing to high numbers.

Some decreases in film recycling volumes might be expected because Portland, Oregon's largest city, has enacted a ban on plastic bags. But Spendelow urged keeping the bag ban in perspective: Portland represents only about 15 percent of the state's population, and bags are only a portion of films.

"A lot of the film recycled isn't plastic bags," he said. "Much of it is stretch wrap, dry cleaner bags, furniture bags. You have there people generating a lot of clean commercial film."

Oregon's recovery rate includes materials recycled, burned for energy recovery and composted.

The state's overall recovery rate hit a record high 53.9 percent in 2013." ●

*Reprinted from [www.resource-recycling.com](http://www.resource-recycling.com), January 14, 2015.*



REPORT SHOWS  
TREATING  
DISCARDED  
MATERIALS AS  
RESOURCES TO  
REUSE AND  
RECYCLE BOOSTS  
PRODUCTIVITY  
AND GROWTH.

## RECYCLING: REUSING AND RECYCLING WASTE MATERIALS COULD CREATE 200,000 JOBS

BY ANNE PIACENTINO, WASHINGTON STATE RECYCLING ASSOC.

More than 200,000 jobs could be created as the economy shifts to reusing materials traditionally discarded by businesses and households, according to a study by a leading green charity.

Green Alliance said the jobs would be created by a new breed of companies that embrace recycling and servicing goods to prolong their lifespan.

The move could stimulate jobs in areas of high unemployment that specialize in services exported to the rest of the country, the report argued. Firms spearheading ways to share services, such as car clubs, could also spur a growth in low and semi-skilled jobs.

Green Alliance director Matthew Spencer said parts of the economy were recycling in a way that dispensed with the traditional linear process of making goods, using them and then disposing of them in landfill.

He said examples of circular business models include designing goods that last longer and can be repaired easily. Products can also be designed to allow for their recovery when it is eventually recycled.

“At a time when many are worried about where jobs will come from in future, it is a tantalizing prospect to have a sector which offers a wide range of new jobs right across the country, especially in regions with high unemployment,” he said.

“To be able to stimulate these new jobs in remanufacturing and reuse we will need government to play its part in setting higher standards for product and resource recovery.”

The report, *Employment and the Circular Economy*, details how Britain can develop a more efficient use of resources that unlike other industrial revolutions, requires more labour.

Written with recycling charity Wrap, the report says by 2030 there would be 205,000 extra jobs and a 54,000 drop in unemployment.

Critics of similar reports have argued that tougher regulations governing the re-usability and ease of recycling staple goods will mean they cost more and put them out of reach of poorer households.

But the report argues that while products might cost a little more initially, low cost servicing will allow products to last longer and be cheaper over the longer term.

Vacuum cleaner maker Dyson and toaster firm Dualit are renowned for offering servicing and parts to prolong the life of their products. With improved regulations, more firms will offer cut-price servicing

Economist Stephen Machin, a professor at University College London said: “Creating jobs with decent pay as innovative technologies evolve is a challenge given the UK’s traditional difficulties in generating good jobs for workers with low and intermediate skills.

“This report emphasizes the need for this kind of job creation especially given the decline in jobs in the middle tier of the labour market,” he said.

Spencer said negotiations in Brussels to strengthen regulations were in the pipeline, but needed government support.

“The biggest opportunity is in the EU circular economy package which is being renegotiated this year, but the UK will have to become an active champion of higher ambition or we could end up with no new policy drivers for investment,” he said. ●

*Reprinted from www.wsra.net, January 21, 2015.*



NONE OF THE 47 COMPANIES ATTAINED THE REPORT'S HIGHEST "BEST PRACTICES" STATUS.

## RECYCLING: CONSUMER PACKAGING AND THE ENVIRONMENT: FEW LEADERS AND MANY LAGGARDS

BY ANDREW MONTES & PATRICK MITCHELL, AS YOU SOW

While plastic packaging is the fastest growing form of packaging in the U.S. in large part due to the popularity of fast food and consumer beverages, only 14 percent of it is recycled. That contributes to an overall waste of \$11.4 billion in potential recycling revenue every year, according to a new report examining packaging used by fast food, beverage, and consumer goods/grocery companies. The report, issued today by As You Sow and the Natural Resources Defense Council (NRDC), reviews the packaging practices of 47 fast food/quick service restaurant (QSR) chains, beverage companies, and consumer good/grocery companies, and highlights leaders and laggards in the field.

**Waste and Opportunity 2015: Environmental Progress and Challenges in Food, Beverage, and Consumer Goods Packaging** [[click here for the report](#)] finds that few companies have robust sustainable packaging policies or system-wide programs to recycle their packages. According to the report, far more brand leadership to boost lagging U.S. recycling rates and enhance sustainability of packaging is needed to help ensure that packaging is manufactured and disposed of responsibly. In addition

to wasting valuable material, failure to recycle packaging contributes to the problem of pollution of oceans, lakes, and rivers, and it misses the opportunity to create new green recycling jobs.

Significantly, none of the 47 companies attained the report's highest "Best Practices" status.

Packaging practices in each industry sector were analyzed based on attributes including types of material used; whether those materials are recyclable, compostable, and/or made of recycled content; and what the companies are actually doing to promote recycling of their packages. Key findings of the As You Sow/NRDC report include:

Fast food/QSR company leaders and laggards:

- Starbucks and McDonald's were cited for "Better Practices."
- Dunkin' Brands, Subway, Chick-fil-A, Chipotle, Panera Bread, and Yum! Brands were categorized as "Needs Improvement."
- Arby's, Quizno's, Burger King, Wendy's, Jack in the Box, Dairy Queen, Domino's Pizza, and Papa John's Pizza were identified as "Poor" for showing little to no leadership on packaging sustainability, based on information they make public.

• The report shows that, with the exception of Starbucks, none of the QSR brands analyzed has aggressively sought front-of-house recycling for part or all of its packaging, system-wide.

• The small food chain "Pret A Manger," with 60 sites nationwide, is the only company that offers front-of-house recycling and composting at all of its U.S. locations.

Beverage company leaders and laggards:

- New Belgium Brewing, Coca-Cola, Nestlé Waters NA, and PepsiCo were cited for "Better Practices."
- Dr Pepper Snapple Group, Diageo, and Anheuser Busch were categorized as "Needs Improvement."
- Heineken, MillerCoors, Boston Beer, and Red Bull were identified as "Poor" for showing little to no leadership on packaging sustainability, based on information they make public.

The list of consumer goods/grocery companies examined in the report includes: Campbell Soup Co., Clorox Co., Colgate-Palmolive Co., ConAgra, Dean Foods, General Mills, Johnson & Johnson, Kellogg Co., Kraft Foods  
(Continued, see Laggards, page 18)

FEW LEADERS, MANY LAGGARDS [CONT'D]

Group Inc., Kroger Co., Mondelez International, Nestlé USA, Procter & Gamble Co., Safeway Inc., Smithfield Foods Inc., SuperValu Inc., Target Corp., Unilever PLC, Walmart Stores Inc., and Whole Foods Market. Examples of consumer goods companies and grocers taking proactive steps on packaging include:

- Walmart was cited for achieving its commitment to reduce packaging across its global supply chain by 5 percent, and its goal of increasing its use of postconsumer recycled plastic in products and packaging by 3 billion pounds by 2020.
- Procter & Gamble has agreed to make 90 percent of its packaging recyclable by 2020.
- Colgate-Palmolive has agreed to make packaging for three of four product categories recyclable by 2020.
- Unilever committed to increase post-consumer recycling of its packaging 15 percent by 2020 in its top 14 global markets.

Conrad MacKerron, senior vice president and report author, As You Sow, said: “We found that most leading U.S. fast food, beverage, and packaged goods are coming up significantly short of where they should be when it comes to the environmental aspects of packaging. These companies have not sufficiently prioritized packaging source reduction, recyclability, compostability, recycled content, and recycling policies. Increased attention to these key attributes

of packaging sustainability would result in more efficient utilization of postconsumer packaging, higher U.S. recycling rates, reduced ocean plastic pollution, and new green recycling jobs.”

The As You Sow/NRDC report shows that while each of these sectors can do much more to increase recycling of the packages they produce, fast food/QSR industries are a particular concern because of the contribution of plastic packaging to plastic pollution in the oceans and other aquatic environments. Plastic litter from takeout orders—including cups, plates, and straws—not only contribute to urban blight but are often swept into waterways and oceans, where they partially degrade and harm marine life. A Clean Water Action study of street litter in four Bay Area cities found that the biggest source of street litter (49 percent) was from fast food.

Darby Hoover, senior resource specialist and packaging report project editor, Natural Resources Defense Council, said: “Single-use food and beverage packaging is a prime component of the plastic pollution in our oceans and waterways, which kills and injures marine life and poses a potential threat to human health. Companies have an opportunity and an obligation to curb this pollution. Better packaging design and improved support and adoption of recycling are key to turning the tide on this unnecessary waste.”

Andrew Behar, CEO, As You Sow, said: “U.S.-based companies that take responsibility for financing the recycling of packaging in scores of other countries fight that responsibility here in the U.S. without offering viable alternatives. This industry foot-dragging is one of the primary reasons we recycle only 14 percent of plastic packaging in the U.S. The more we boost recycling rates, the more we reduce the use of virgin natural resources and mitigate emissions that contribute to climate change.”

**Other report highlights**

In addition to assessing individual brand performance, the study also analyzed systemic issues raising barriers to higher packaging recycling and composting rates, stating that:

- A far smaller portion of the U.S. population has convenient access to curbside recycling than previously believed.
- A technical glitch is preventing vast amounts of black plastic containers commonly used in QSRs from being recycled.
- Significant amounts of packaging can be made compostable, but composting needs to be significantly expanded in U.S. communities.
- Increasingly contaminated streams of recyclables are preventing readily recyclable materials such as plastic PET bottles from being more widely recycled.

**About As You Sow**

As You Sow is a nonprofit organization that promotes environmental and social corporate responsibility through shareholder advocacy, coalition building, and innovative legal strategies. For more information visit [www.asyousow.org](http://www.asyousow.org).

**About the NRDC**

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization with more than 1.4 million members and online activists. Since 1970, our lawyers, scientists, and other environmental specialists have worked to protect the world’s natural resources, public health, and the environment. NRDC has offices in New York City, Washington, D.C., Los Angeles, San Francisco, Chicago, Bozeman, MT, and Beijing. Visit [www.nrdc.org](http://www.nrdc.org).

*Press release reprinted from [www.asyousow.org](http://www.asyousow.org), January 29, 2015.*

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TO COASTAL  
CLEAN-UP.

## BAG BANS:

# HARPER RESPONDS TO BAG BAN REFERENDUM QUALIFICATION

BY MADELEINE COOPER, OFFICE OF MATTHEW HARPER

Assemblyman Matthew Harper, R-Huntington Beach, author of legislation to repeal the state-wide plastic bag ban and the 10-cent-per-bag paper bag fee, today issued the following statement in response to the news that the referendum for a statewide vote on the plastic bag ban legislation had qualified for the ballot:

“The people of California have made their voices heard today. With over a half of a million valid voter signatures on the referendum petition, it is now time for the State Legislature to listen to the voices of the people.”

“Proponents of the ban have spent millions of dollars and thousands of hours complaining to council members and legislators around the state and they have not been able to prove how this policy solves the problems they identify. In fact, they have failed to even bother to justify the paper bag fee. One of the

most ridiculous parts of this law is that no funds from the 10-cent-per-paper bag fee go to coastal clean-up; instead those funds go directly to the bottom line for corporations. Who thought this up?”

“The 10-cents-per-paper bag fee hurts the working poor the most, people who are already being hit with higher prices for eggs and other store items. Those using public transit and similar means of transportation will be hit with more limited choices in how they bring their groceries home. Isn’t it time that the government stop trying to invade our ability to make decisions in our life like what kind of bags to take our groceries home in?”

“While I am pleased that the voters will now have the ultimate say on the plastic bag ban, we don’t have to wait nearly two years to repeal this misguided law. I have introduced legislation

to repeal both the plastic bag ban and the 10-cent-per-bag paper bag fee. I am hopeful that my colleagues will work with me to preserve the right of Californians to use whatever type of bag they wish at the grocery store.”

Assemblyman Matthew Harper represents the 74th Assembly District. He is the former Mayor of the City of Huntington Beach. The 74th Assembly District includes the cities of Huntington Beach, Costa Mesa, Newport Beach, Irvine, Laguna Woods and Laguna Beach. ●

*Press release reprinted from the Office of Matthew Harper, Assemblyman, 74th District, February 24, 2015.*



A RECENT POLL SHOWED SOLID AND BROAD SUPPORT FOR THE LAW WITH 60 PERCENT APPROVAL.

**BAG BANS:**

**PLASTIC BAG BAN SUPPORTERS STATEMENT ON CERTIFICATION OF SIGNATURES**

BY MARK MURRAY, [CAVSBIGPLASTIC.COM](http://CAVSBIGPLASTIC.COM)

California vs. Big Plastic, the coalition of local officials and environmental, labor, and business groups supporting the state's plastic bag ban, today issued the following statement after California Secretary of State Alex Padilla certified signatures gathered by the plastic bag industry that will force a referendum in November 2016 on the state's plastic ban signed into law by Governor Jerry Brown (SB 270).

In addition, the group announced that officials from several additional California jurisdictions said they will move forward with local plastic bag bans of their own, as the effective date of the law is frozen by the qualification of signatures. They include San Diego, Santa Barbara County, Sacramento, Oceanside, and American Canyon.

"It's not surprising that after spending more than \$3.2 million, 98 percent of which is from out of state, the plastic bag industry has bought its way onto the California ballot to protect its profits," said Mark Murray of Californians vs. Big Plastic. "Every poll shows that Californians strongly support the law, and the \$30 million to \$50 million it will cost the plastics industry to launch a full-fledged campaign in 2016 will be proven to be an act

of political malpractice, particularly since nearly half the state will no longer have plastic bags by election day. We are confident that Californians will protect a law that is already in place in 138 communities that will save marine wildlife, reduce litter, and save taxpayers millions of dollars.

"Single-use plastic shopping bags pose a costly burden on our environment and our economy. After listening to the public, hundreds of local elected officials, the state legislature and the Governor have moved to eliminate plastic bags. Virtually all of the plastic bags sold in California are produced by just three out-of-state corporations. And these corporations and their chemical suppliers have made it clear that they will do and say anything, and pay any price to continue to sell plastic bags in California."

An investigation into deceptive signature gathering practices of the plastic bag industry is pending with the California Attorney General after widespread complaints of fraud by voters.

A recent USC Dornsife/LA Times poll showed solid and broad support for the law with 60 percent approval. That poll also shows

that support for banning plastic bags is even higher in communities that have already eliminated them.

"The citizens of San Diego treasure our vibrant communities and beautiful coastline, as well as a healthy ocean, and that's why the pollution caused by billions of these single-use plastic bags simply can't continue," says San Diego City Council President Sherri Lightner.

"Eliminating the statewide uniform ban on single-use plastic bags is bad for our environment and economy," notes Santa Barbara County Supervisor Salud Carbajal. "It would result in the consumption of hundreds of millions of non-biodegradable bags and hundreds of local bag ban regulations that would make compliance both confusing and costly for businesses. This is why I stand with other community leaders and residents of Santa Barbara County to ban single-use plastic bags."

Murray noted that the plastics industry was soundly defeated in the only previous vote on a plastic bag ban in California. Voters in the town of Fairfax supported its bag ban by more than a 4-1 margin (78.5-21.5%) in 2008.

*(Continued, see Supporters, page 22)*

BAG BAN SUPPORTERS [CONT'D]

“Out-of-state plastic bag companies may have millions of dollars to buy their way onto the ballot, but they’re just delaying California’s inevitable transition away from wasteful plastic bags,” said Sarah Rose of the California League of Conservation Voters. “Time and time again Californians have shown big polluters that citizen voices are more powerful than those special interests, and we’ll do it again. Two words for plastic bag manufacturers: Game on.”

“It’s a shame that deceptive tactics in collecting signatures allowed this referendum to qualify,” said Kathryn Phillips, Director of Sierra Club California.

“Fortunately, Californians are smart voters. Once they understand the real intent of this measure, they’ll vote with the environment. They’ll vote ‘yes’ to retain the reasonable statewide bag ban.”

“Out-of-state polluters are going to keep on dumping millions of pounds of plastic into our ocean,” said Dan Jacobson of Environment California. “Nothing we use for five minutes should pollute our environment for hundreds of years.”

“This is nothing more than a greedy attempt by out of state plastic bag makers to mislead California’s voters for their own gain,” said Linda Escalante,

Policy Advocate for the Natural Resources Defense Council. “Single use plastic bags litter our neighborhoods and harm our rivers, lakes, coast, ocean and wildlife and there is broad support for the new law to phase them out for good.”

“Surfrider Foundation has been working tirelessly over the past seven years in communities and at the statewide level to address the issue of plastic pollution,” states Surfrider Legal Director Angela Howe. “It’s disturbing to think that the plastics companies can swoop in and undo a major statewide victory for our coasts, but rest assured that Surfrider and our coalition partners will

continue to fight for this groundbreaking environmental law to come to fruition in California.”

A link to the contributions by plastic companies to the campaign can be found here. For more information, visit [www.CAvsBigPlastic.com](http://www.CAvsBigPlastic.com). ●

*Press release reprinted from California vs. Big Plastic.*

**BAG BAN:**

**CALIFORNIA MANUFACTURERS COMMENT ON BAG BAN REFERENDUM**

BY GINA DEPARO, CMTA

Today California Manufacturers & Technology Association president, Dorothy Rothrock, commented on the qualification of a ballot measure to repeal SB 270 – a bill that passed in 2014 imposing both a plastic bag ban and a 10 cent fee on paper bags: “CMTA supports sensible policies to promote recycling and respon-

sible waste management. SB 270 fails this test by imposing a ban on plastic bags rather than encouraging recycling, and by charging an unwarranted paper bag fee that will not go toward environmental protection.

“This heavy-handed approach will likely cause manufacturing job losses, and thousands of

small businesses and millions of working class Californians will be hurt by the new charges for paper grocery bags – as much as \$700 million per year.

“SB 270 also creates a blanket, statewide policy that limits local decision-making about the appropriate treatment for waste in each community.

“For these reasons CMTA urges voters to reject SB 270.” ●

*Press release reprinted from California Manufacturers & Technology Association, February 24, 2015.*



NO MATTER  
WHAT HAPPENS  
STATEWIDE,  
SACRAMENTO'S  
NEW BAN WILL  
TAKE EFFECT  
JAN. 1.

**BAG BANS:**

**SACRAMENTO CITY COUNCIL  
APPROVES BAN ON SINGLE-USE  
PLASTIC BAGS**

BY *MARISSA LANG, THE SACRAMENTO BEE*

Sacramento shoppers will ditch plastic bags starting next year, joining more than a third of Californians who live in places where such bags have been banned.

In a unanimous vote, the Sacramento City Council approved a ban on single-use plastic bags that will effectively eliminate plastic bags from the checkout counters of all grocery stores, pharmacies and convenience stores within city limits.

In lieu of plastic, customers will be given the option of recycled paper bags or reusable bags that stores will be required to sell for at least 10 cents apiece.

At Tuesday night's council meeting, audience members held signs displaying their support for the ban.

"Ban the bag," some of the signs said.

"Protect our rivers," said others.

Only two speakers Tuesday voiced opposition to the bag ban.

"This is about our city resuming our spot as a leader in the state of California and doing the right thing," Mayor Kevin Johnson said before voting for the measure.

His vote follows months of statements indicating Johnson would push for an ordinance to limit plastic bags in Sacramento if opponents of a similar state law

signed last year by Gov. Jerry Brown prevailed in getting that ban suspended or overturned. A referendum challenging the statewide plastic bag ban qualified for the November 2016 ballot and effectively put the measure on hold until after the vote.

But no matter what happens statewide, Sacramento's new ban will take effect Jan. 1.

The ordinance is aimed at grocery stores, pharmacies and convenience stores, where single-use plastic bags will no longer be available at checkout. The stores will be allowed to provide promotions for free reusable bags, though the law limits such promotions to no more than 60 days per year.

Brian O'Hara of Californians Against Waste, an organization that supports a statewide ban, said this was to reinforce the notion that reusable bags should be reused and not turned into de facto single-use sacks.

Stores also will be required to provide free reusable bags or recycled paper bags to consumers in the California Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

According to a report compiled by city staff, nearly 14 million plastic bags are given out in

Sacramento every month. California retailers distribute about 19 billion bags per year, or 522 per person, according to Californians Against Waste. But less than 5 percent of those bags are recycled.

Those that are recycled can still prove problematic, the city staff reported. Although bags are accepted as part of the city's curbside recycling program, they often clog the sorting machinery, forcing staff workers to shut down the process about six times per day to remove tangled bags, the report states.

Several council members who voted to support the plastic bag ordinance did so out of concern for the environmental and financial toll taken on the city, they said.

The two people who spoke in opposition to the ban Tuesday focused largely on the cost of recycled paper or reusable bags.

Lee Califf, executive director of the American Progressive Bag Alliance, which represents the plastic bag industry, has said "the proposed ordinance in Sacramento wouldn't have a meaningful impact on the environment" and said it would "threaten California jobs and take money out of the wallets of  
*(Continued, see Council, page 24)*

SACRAMENTO CITY COUNCIL [CONT'D]

hardworking Sacramento citizens – with every cent of the paper bag fees going straight to big grocers, rather than to serve a public purpose.”

More than one-third of Californians live in places where single-use plastic bags are outlawed. As of Tuesday, 138 jurisdictions have banned the bags, according to Californians Against Waste, including several in the Sacra-

mento area such as Davis, Nevada City, Chico, Truckee and South Lake Tahoe.

If the state’s ban is reinstated after the November 2016 vote, it would supersede the Sacramento ordinance. But should the state measure fail, Sacramento’s ban would remain intact.

There are slight differences between the ban approved by the city and the state’s ban: The

state ban allows stores to also offer a compostable bag option in lieu of plastic bags; and the city ordinance requires stores to keep three years of sales records for paper and reusable bags, while the state law has no such provision. ●

*Reprinted from Sacramento Bee, April 1, 2015.*

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IF A REPEAL ORDINANCE IS APPROVED, IT COULD TAKE EFFECT IN MAY.

**BAG BANS:**

**BAG BAN REPEAL PROCESS STARTS IN HUNTINGTON BEACH**

BY ANTHONY CLARK CARPIO, HB INDEPENDENT

Huntington Beach’s ban on plastic bags, on the books for only 14 months, could be on the way out after the City Council decided Tuesday night to begin the process of repealing it.

Council members voted 6–1 to have staff take steps necessary to remove the ordinance, which took effect in November 2013 and has been hotly debated since it was introduced earlier that year. Mayor Jill Hardy dissented in the vote.

Councilman Mike Posey, who proposed the repeal, said he and many others have issues with what they believe was an over-reach by the previous City Council. Posey and council members Barbara Delgleize, Billy O’Connell and Erik Peterson were elected in November.

The law prohibits local grocery and convenience stores from distributing single-use plastic bags to customers. It also implemented a 10-cent fee for paper bags. Supporters argued that the law would help reduce litter at the beach and in the ocean.

“If the goal is to improve the environment, the ordinance fails to deliver,” Posey said.

Peterson said repealing the ban is about “personal freedom and personal responsibility.”

“That’s the Constitution,” he added.

Hardy said she voted against repealing the ban out of concern for the environment and the well-being of the city’s beaches. She added that she doesn’t want the city to spend an estimated \$5,000 on an environmental impact report required to remove the ban.

The report is expected to take two to three months. The issue will return to the council after that. If a repeal ordinance is approved, it could take effect in May, according to a staff report.

Tuesday’s action comes amid questions about the fate of the state’s plastic bag ban.

Gov. Jerry Brown signed a bill in September that would impose a statewide ban starting July 1. However, a referendum effort backed by about 800,000 residents may put the issue on the November 2016 ballot. About 500,000 validated signatures are needed to do so.

Council members heard from more than 60 speakers Tuesday night during about three hours of public comments. About a dozen residents spoke in support of the repeal.

“This ban was forced onto the residents of the city by four members of the City Council majority and was flawed from the start,” said Frank LoGrasso, who in December 2013 tried to bring

the issue to the city ballot in November 2014. “Although the ban was very specific about things such as what a reusable bag is and the definition of a store, it lacked any benchmark for a successful implementation of such a law.”

Former Councilwoman Connie Boardman, who proposed the plastic bag ban in January 2013, spoke in favor of the ordinance, as did several students from The Pegasus School, a private K-8 school in Huntington Beach.

“This bag ordinance serves as a compromise for both sides to this discussion because we address the fact that we cannot get rid of all the plastic, but we must keep our waters clean at the same time,” Pegasus student Karen Cho said. “We have a law in place for a reason, and that’s to better our lives and our environment. We can’t take the ordinance back because that would be a regression into what we once were.” ●

*Reprinted from Huntington Beach Independent, January 21, 2015.*



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THE STUDY OFFERS INSIGHTS ON POTENTIAL STRATEGIES AND SOLUTIONS.

## MARINE DEBRIS: PLASTICS MAKERS CALL FOR GLOBAL COOPERATION, ACTION TO PREVENT MARINE DEBRIS

BY JENNIFER KILLINGER, AMERICAN CHEMISTRY COUNCIL

*Science* magazine today published a new study on marine debris from the National Center for Ecological Analysis and Synthesis (NCEAS) at the University of Southern California, Santa Barbara. The study's authors say it is the first research to quantify debris coming from land into our oceans. It also offers insights on potential strategies and solutions.

The following statement may be attributed to Steve Russell, vice president, Plastics Division:

"Scientists are working to answer many questions about marine debris, but one thing is certain: The most important thing we can do right now is to keep all trash, including plastics, from getting into our oceans in the first place.

"The global dimensions of marine debris are creating opportunities for world leaders, NGOs, and the private sector to work together, and America's plastics makers will continue to partner with these and other stakeholders to develop solutions for a cleaner ocean.

"Researchers from around the globe are recommending wider adoption of modern, integrated

waste management, such as recycling, composting and energy conversion technologies, to reduce marine litter. These findings are reflected in work from the Joint Group of Experts on the Scientific Aspects of Marine Environmental Protection (GESAMP, an advisory group to the United Nations) and the Honolulu Strategy (2011). [*Click here to see the report.*] The American Chemistry Council's Plastics Division and America's plastics makers support these recommendations.

"Used plastics should be treated as valuable resources and recycled whenever possible or recovered for their energy value when recycling is not feasible.

"It is up to all of us to work together to protect our oceans, waterways, and marine ecosystems. In the United States and around the globe, plastics makers are working to prevent and address marine litter. In 2011 leaders from many of the world's plastics associations signed The Declaration of the Global Plastics Associations for Solutions on Marine Litter, a public commitment designed to contribute real solutions. [*Click here to see the declaration.*]

"The Declaration focuses on education, public policy, best practices, plastics recycling and recovery, plastic pellet containment, and research. Today, 60 plastics associations in 34 countries have signed on to the Global Declaration, and since 2011, 185 projects have been completed or are in progress in various parts of the world. [*Click here to see the 2014 progress report.*]

"In the United States, some of these efforts include helping to sponsor the Curbside Value Partnership, a leader in promoting community recycling programs; funding for Keep America Beautiful's national consumer-focused recycling campaign, 'I Want to Be Recycled'; supporting legislation to phase out microbeads in personal care products in Illinois, New Jersey and elsewhere; and placing hundreds of recycling bins on California's beaches through the 'Plastics. Too Valuable to Waste. Recycle™' initiative." ●

*Reprinted from www.american-chemistry.com, February 12, 2015.*



THE STUDY OFFERS  
A FRAMEWORK  
FOR DEVELOPING  
OCEAN-SCALE  
SOLUTIONS.

## MARINE DEBRIS:

# NEW IN SCIENCE: FIRST ESTIMATE TO QUANTIFY PLASTICS FLOWING INTO THE OCEAN

BY NAT'L CENTER FOR ECOLOGICAL ANALYSIS & SYNTHESIS

Scientific literature first reported plastic pollution in the ocean as early as the 1970s. Over 40 years later no rigorous estimates of the amount and origin of plastic debris entering the marine environment exist—until now. Published in *Science*, a new study by a NCEAS Working Group provides the first estimate quantifying the input of plastic debris from land into the ocean. Additionally, the study offers a framework for developing ocean-scale solutions to the problem of plastic pollution in marine environments.

The Working Group for the first time estimated the amount of mismanaged plastic waste that can potentially enter the ocean as marine debris which is generated annually by populations living within 50 km of a coast worldwide. Jambeck et al found that in 2010 alone more than 4.8 million metric tons of plastic waste entered the oceans from

land, and that figure may be as high as 12.7 million metric tons. That's one to three orders of magnitude greater than the reported mass of plastic floating in the oceans. If no waste management infrastructure improvements are made, plastic waste entering the marine environment is predicted to increase by an order of magnitude by 2025. [\[Click here to see the report.\]](#)

With increased population and increased per capita consumption, waste will continue to grow. Improving waste management infrastructure in developing countries is essential. Subsequently, while these improvements are being developed, it is imperative industrialized countries take immediate action by reducing waste and restricting single-use plastics.

[\[Click here for more information about this project's research, participants, and publications.\]](#)

This work was supported by the National Center for Ecological Analysis and Synthesis, Ocean Conservancy, University of California, Santa Barbara, and the State of California. ●

*Reprinted from [www.nceas.ucsb.edu](http://www.nceas.ucsb.edu), February 12, 2015.*



WE ARE TAKING  
OUT TUNA  
AND PUTTING  
IN PLASTIC.

## MARINE DEBRIS:

# MILLIONS OF TONS OF TRASH DUMPED INTO WORLD'S OCEANS

BY GEOFFREY MOHAN, LOS ANGELES TIMES

Millions of tons of plastic trash flow into the world's oceans each year, and a new study finds that most of it comes from China and developing economies in Asia.

The study, published in Friday's edition of the journal *Science*, [\[click here to view the abstract\]](#), estimates that China's heavily coastal population contributes 1.3 million to 3.5 million metric tons of plastic to the world's oceans each year, largely due to mismanaged waste.

Eight of the top 10 contributors were in Asia, including Indonesia, the Philippines, Vietnam, Sri Lanka, Thailand, Malaysia and Bangladesh, according to the study, which estimated that 4.8 million to 12.7 million metric tons of plastic wound up in the world's oceans in 2010.

"Our low-end estimate is equivalent to the amount of tuna fished from the ocean in a single year," said oceanographer Kara Lavender Law of the Sea Education Assn. in Woods Hole, Mass., the study's senior author. "We are taking out tuna and putting in plastic."

Assuming the true figure is in the middle of the range—about 8 million metric tons—the amount of debris "is the same as five [trash] bags filled with plastic for every foot of coastline in the

world," added coauthor Jenna Jambeck, a University of Georgia environmental engineer.

Although flotillas of plastic trash have been reported in Earth's oceans since the 1970s, there has been little attempt to quantify its origin, largely because data are incomplete or difficult to obtain.

However, the ecological effects of the long-lasting trash, much of it matted up in massive ocean gyres, are becoming more clear.

Fish and other sea animals can ingest large pieces of plastic that clog their intestines, or can become entangled in plastic and suffocate, studies show. As the plastic breaks down to smaller pieces, it can be ingested by smaller invertebrates that are the base of the food chain.

A study last year found the amount of floating plastic in the oceans had not increased since the 1980s, despite increased plastic production. Researchers involved in that work suspect the plastic is still there, but has been breaking down into small pieces that sink deep into the water column, where marine life can mistake it for zooplankton, and consume it.

For the new study, researchers focused on plastic discarded from coastal population areas. They had to rely on indirect methods to quantify how much plastic was in waste that was not properly disposed of, and then estimate how much was likely to end up in oceans.

Researchers used 2005 data from the World Bank to come up with figures on the amount of waste generated per capita as well as the amount of that waste that was plastic. The data were available for only for 73 countries; for the other countries, the researchers made conservative estimates based on the figures for other countries with similar per-capita incomes.

The researchers then assumed that the amount of plastic waste grew by 0.19% per year since 2005. That figure was derived in part from the growth in U.S. plastic waste since the 1960s, as measured by the Environmental Protection Agency.

Nearly one-third of the 100 million metric tons of plastic waste generated by the world's coastal population is mismanaged. Quantifying the precise amount that ultimately washes out to sea is problematic, though, since there is a dearth of reliable data. *(Continued, see Dumped, page 30)*

TONS OF TRASH DUMPED [CONT'D]

A 2012 San Francisco Bay Area study found that street sweeping, storm water catchment and pumping stations in 71 municipalities missed about 61% of trash. The researchers used more conservative estimates in their models, ranging between 15% and 40%.

Few of the top contributing countries have adequate infrastructure for handling trash disposal, the study authors noted. Even with a well-developed infrastruc-

ture to handle solid waste, the U.S. contributed 40,000 to 110,000 metric tons per year, and ranked 20th, they found.

If waste practices don't change and economies and populations continue on their present trajectories, the mass of plastic likely to flow into the oceans each year will just about double by 2025, the researchers projected.

But even small changes could stem the growth, the authors

suggested. If the top 20 countries cut mismanaged waste in half, the total mass of mismanaged plastic would drop 41%, the study estimated.

"The solutions needs to be a combination of global and localized efforts," said Jambeck, who added that she uses a refillable water bottle and reusable grocery bags. ●

*Reprinted from Los Angeles Times, February 13, 2015.*

EVEN SMALL CHANGES COULD STEM THE GROWTH.



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MORE NON-PROFITS ARE LIKELY TO JOIN THESE EFFORTS IN JULY.

## MARINE DEBRIS:

# IT'S TAKEN SEVEN YEARS, BUT CALIFORNIA IS FINALLY CLEANING UP MICROBEAD POLLUTION

BY THE GUARDIAN

Nonprofits are using the state's new stormwater requirements to sue plastic manufacturers for polluting waterways—and they're winning.

Citizen enforcement has always been an important part of the US Clean Water Act, which aims to prevent dangerous water pollution through regulation. Without the help of watchdog groups looking out for pollution in the country's rivers and ports, state water boards would struggle to keep tabs on the tens of thousands of industrial manufacturing facilities in the U.S.

In the last few months, a nonprofit group called the Plastic Pollution Coalition (PPC) has teamed up with environmental law firm Greenfire to go after some of the 3,000 plastic manufacturers in California that it says are violating stormwater permitting requirements, and therefore the Clean Water Act. A startling number of these facilities have not registered for permits at all—a violation of the law—and others are allowing pre-production microbeads and plastic byproducts to end up in rivers or the ocean, according to the group.

Although any state water board could invoke the federal Clean Water Act to regulate pre-production plastic pollution, so far California is the only state to do so. It's also the only state with a law specifically targeting pre-production plastic, but environmentalists hope that California will provide a model for others.

"There's been this narrative in the U.S. for a while that we're not a manufacturing country anymore," says Greenfire attorney Rachel Doughty, "but we are."

Under the federal Clean Water Act, any industrial facility must meet the stormwater pollution management requirements of the state in which it is operating. Through this process, state water boards ensure that factories are not dumping pollutants into public waterways.

While plastic hasn't historically been seen as a pollutant in the U.S., California's pioneering 2008 "nurdle law," which specifically names pre-production plastic pellets (nurdles) as a pollutant, is beginning to change that. The law indicates that nurdles can replace food in animals' stomachs, leading to starvation. It also warns of potential toxic effects on humans and animals

from compounds such as bisphenol A and nonylphenol, used in plastic manufacture.

More nonprofits are likely to join these efforts in July, when California stormwater permit requirements will be updated to incorporate the 2008 "nurdle law."

### Battling plastic pollution

In response to the Plastic Pollution Coalition's legal campaign, more than 100 of the nearly 3,000 plastic manufacturing facilities in the state of California have received or soon will receive notice of their violation of stormwater permit requirements.

Unlike many manufacturing facilities, plastic factories are fairly easy to clean up. "With plastic facilities, controlling pollution should be pretty simple," says George Torgun, lead attorney for San Francisco-based Baykeeper, a nonprofit that has led several Clean Water Act citizen enforcement campaigns. "It's just about containing nurdles and other bits of plastic and making sure that if they do escape they don't get into waterways or storm drains."

*(Continued, see Microbead, page 32)*

CALIFORNIA CLEANS UP MICROBEAD POLLUTION [CONT'D]

Torgun says Baykeeper is likely to join the PPC and Greenfire in pursuing plastic manufacturing facilities once the new California stormwater permitting requirements go into effect 1 July 2015. Because the new permits will incorporate the state's nurdle law, Torgun says, it will be that much more straightforward to pursue enforcement actions against plastic manufacturers once the new requirements are in effect.

**Suits and settlements**

In the meantime, Greenfire and the PPC are busy settling cases. In one case, an investigation by PPC found that Pentair, a manufacturer of various plastic products, discharged polluted stormwater into San Francisco Bay more than 45 times since 2009. Pollutants included zinc discharged at 141 times the maxi-

mum level suggested by EPA to protect water quality; iron at 16 times the suggested level; and aluminum, copper and lead each at 10 times the suggested level. Excessive levels of acids, total suspended solids (TSS) and organic carbon were also found.

Agriculture Bag, a manufacturer of woven plastic textile bags located in Oakland, was the focus of another case. The company had failed to control nurdles and other plastic debris on its property and was also not properly monitoring and reporting its stormwater discharges. PPC sued Agriculture Bag, alleging the company was in violation of its California stormwater permit and the federal Clean Water Act. The company agreed to settle, submitting to regular inspections of its facility and paying \$18,000

to the Rose Foundation, an environmental nonprofit organization, for projects that will benefit the San Francisco Bay watershed.

Like Agriculture Bag, Pentair had also failed to accurately monitor and report its discharges of stormwater into the Bay. On 29 December 2014, Pentair agreed to comply with all terms of its Clean Water Act permit, including performing proper stormwater sampling and reporting. Pentair agreed to test for pH, carbon, oil and grease, copper, antimony, aluminum, iron and zinc.

In addition, Pentair agreed to pay \$15,000 to the California State Parks Foundation for projects that will benefit the San Francisco Bay watershed. According to Torgun, the practice of funneling Clean Water Act settlement funds

to local nonprofits working to restore watersheds is common. "In lieu of penalties for past violations, the court will often require that a supplemental environmental payment goes to a local nonprofit for protection of the watershed," he says.

That's a big part of the point for PPC. "We don't get any funds out of doing this," says PPC executive director Dianna Cohen. "But it allows us to hold these companies accountable, and it has allowed us to direct mitigation funds that are part of the settlements to groups that are working on the ground in areas near these companies that are releasing toxic stuff." ●

*Reprinted from www.theguardian.com, March 27, 2015.*



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## MEMBER PRESS RELEASE: REIFENHÄUSER CAST SHEET COATING AT NPE WITH A POLISHING STACK

Reifenhäuser Cast Sheet Coating will present a polishing stack at the NPE exhibition in Orlando, FL, from March 23 to 27. Under the slogan ‘Rethinking Technology,’ the company will showcase their latest features and system technologies at booth W 3551 in the West Hall.

The success story continues: After more than a dozen MIREX-MT-V polishing stacks were sold, the second design series will now be launched.

More than a dozen sheet extrusion lines provided with the new MIREX-MT-V polishing stack were already sold by Reifenhäuser Cast Sheet Coating within just a few months. Mainly companies operating high-performance lines for the production of PET film are currently investing in the new system featuring a mechatronic roll set-on device based on the technology of up-to-date high-precision machine tools.

Arguments speaking for a purchase of the new polishing stack are above all the extremely short changeover times for film thicknesses, and film of a thinness unreached before: 120µm and less, depending on the configuration and production parameters, can be obtained in PET film production—with excellent tolerances for double-polished high-quality products. In the past, thicknesses lower than 150µm could



be realized in the industry only by using special equipment. The reduction in thickness allows producers of blister and display packaging to generate considerable cost advantages.

The innovative MIREX-MT polishing stack technology was initially presented to the public at K 2013. Thanks to the polishing stack, producers are able to reduce product changeover times and rejects by about 80%, and digitally adjust the nip more precisely by a factor of 10 automatically during running production. All set data are 100% reproducible.

Following the outstanding success in the high-performance segment, Reifenhäuser Cast Sheet Coating has now equipped the next polishing stack series with a mechatronic roll set-on device. The first line provided

with a polishing stack of the MIREX-MT-HS design series will already be launched in the first half of 2015 so that the advantages of the fast and reproducible adjustment of the polishing nip can then also be made available to producers of PS and PP film. The first line of this type will be supplied to a European producer of polypropylene cups. Due to the lack of hydraulic systems commonly used in the past, the lines now meet the requirements for installation in clean rooms and thus satisfy the ever more stringent criteria in the production of food packaging.

### About Reifenhäuser Cast Sheet Coating GmbH & Co. KG

Reifenhäuser Cast Sheet Coating specializes in the development and manufacture of complete  
*(Continued, see Polishing, page 35)*

REIFENHÄUSER PRESENTS POLISHING STACK [CONT'D]

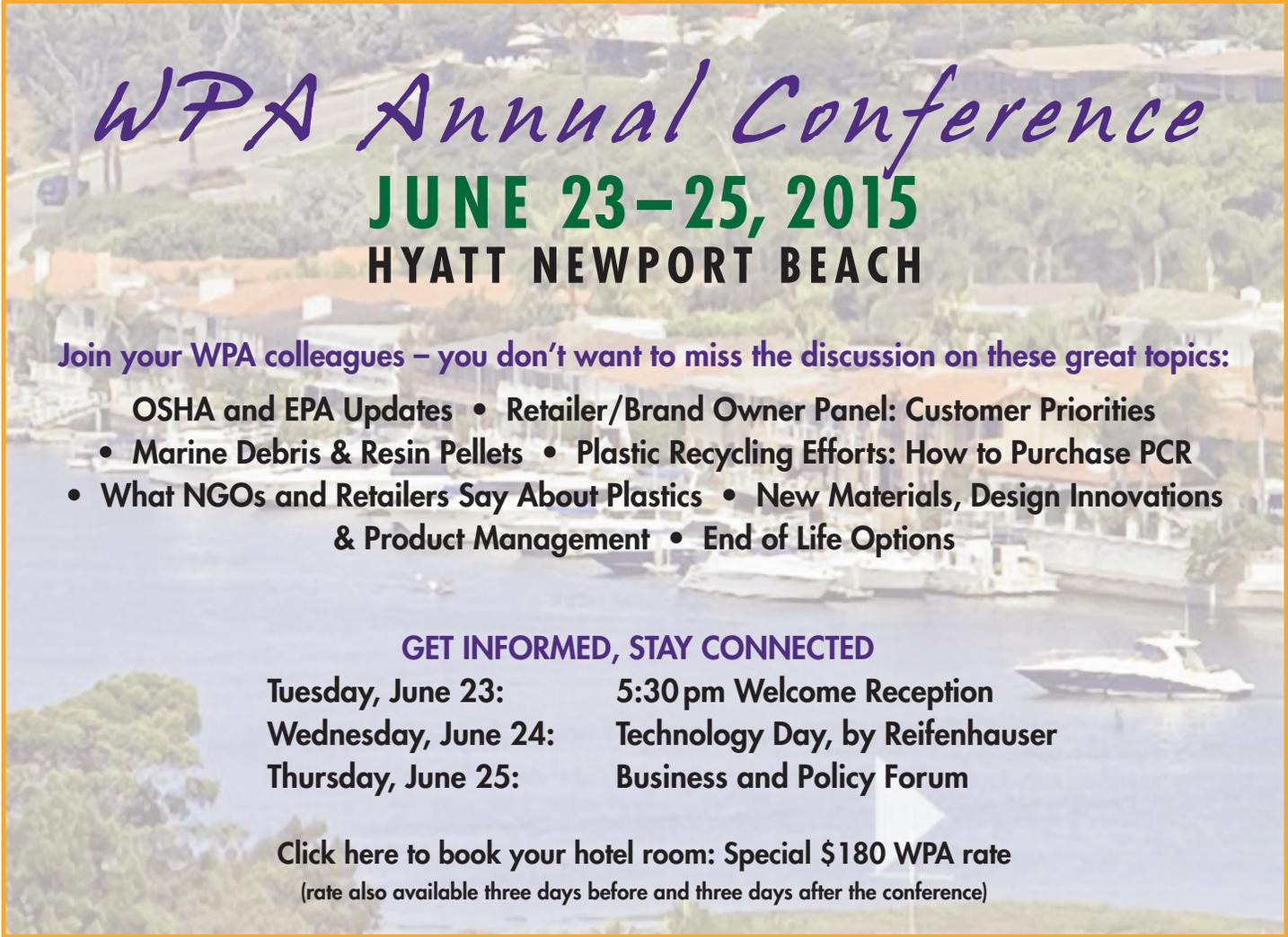
cast film lines, sheet lines and coating lines as well as dies and winders for the production of films for packaging, surface protection, office supplies, hygiene articles and industrial applications. Over a period of 40 years, the company has developed specific competencies in the manufacture of technologies for precisely adjustable film thicknesses and distribution of the individual layers at high speed, for precise polishing of sheets,

and the processing of a broad range of raw materials. The company excels with an especially high in-house manufacturing depth. In addition to all components for casting sections, polishing stacks and winders, the portfolio of the company also includes dies, feedblocks, extruders and the corresponding screws and barrels completely manufactured in-house. The Troisdorf-based Business Unit is headed by Dr. Jochen Hennes.

**About Reifenhäuser Group**

The Reifenhäuser Group, headquartered in Troisdorf near Cologne, Germany, is the world's leading supplier of plastics extrusion lines, machines, and components. The group has the world's largest company knowledge network for extrusion technology: Six business units with nine subsidiaries bundle highly specialized knowledge in design, process technology, automation systems, project planning, manu-

facturing, project management and logistics. As a whole, the group covers the largest range of extrusion technologies. Its companies offer systems for the production of films, sheets, non-wovens, monofilaments, wood polymer composites, and the corresponding components. The company established in 1911 as a forge is now managed for the third generation by brothers Bernd, Klaus and Ulrich Reifenhäuser. ●



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- What NGOs and Retailers Say About Plastics • New Materials, Design Innovations & Product Management • End of Life Options

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CUSTOMERS  
NOW HAVE  
ADDITIONAL  
EFFICIENCY  
BENEFITS.

## MEMBER PRESS RELEASE: EREMA ON A COURSE OF EXPANSION IN THE USA

EREMA North America, Inc., a subsidiary of EREMA Engineering Recycling Maschinen und Anlagen GmbH, has announced ready for NPE 2015 that due to high demand—especially in post consumer recycling—it will continue to expand in the USA. Further to this, EREMA will be exhibiting an INTAREMA® 1108 TVEplus® with Laserfilter at Booth no. W5673 on West Hall Level 2 at the International Plastics Showcase from 23 to 27 March 2015 in Orlando, Florida. Additionally, the enhanced, fully automatic edge trim system INTAREMA® 605 K for the in-house recycling sector—which is likewise of significance for the U.S. market—will also be demonstrated live.

### Expansion in the USA

To date, customers of EREMA North America (ENA) have had a trial centre already covering some 1,000 m<sup>2</sup> of floor space and three recycling systems for trials at their disposal at the company's North America base in Ipswich, Massachusetts. Due to the growing demand for EREMA's global market-leading recycling systems, especially in the post consumer segment, the company now plans to expand it even further to 2,400 m<sup>2</sup> and install a new system. This means that in future the North American market will have four demonstration systems stationed in Ipswich for customer trials. The new system

will be an INTAREMA® 1108 TVEplus® with Laserfilter which will be joining the three existing plants: an INTAREMA® 1108 T and INTAREMA® 1108 TVEplus®—each with EREMA melt filter SW RTF, plus an INTAREMA® 605 K. The expansion of the trial centre will get underway in March 2015 and its completion is scheduled for late summer 2015.

Mike Horrocks, ENA CEO, is proud to explain: "Our North America base represents a major EREMA investment showing a strong commitment to North American customers. The facility is a valuable link to EREMA's global headquarters in Austria, allowing customers easy access to EREMA equipment, technical support and vast reservoir of knowledge derived from decades of plastics recycling throughout the world."

### USA records increasing demand for postconsumer recycling

Interest in the recycling of post-consumer plastic waste is currently growing at a rapid pace in the U.S. The complex material mixtures, high degree of moisture and heavy contamination of the input materials call for the

best and most reliable recycling systems. EREMA offers the INTAREMA® TVEplus® system here which, thanks to the patented configuration of melt filtration with subsequent homogenisation UPSTREAM of extruder degassing, plus the efficient Laserfilter, enables you to make high-quality end products. The recently enhanced EREMA Laserfilter is particularly suitable for the processing of materials with a high degree of contaminants such as wood, paper, aluminum or copper and fulfils requirements which conventional melt filters cannot meet. With the new scraper geometry of the Laserfilter, customers now have additional efficiency benefits such as longer screen service life and reduced labour requirements thanks to long screen change intervals.

### INTAREMA® K for In-house Recycling

Another EREMA highlight at NPE 2015 will be the latest product innovation INTAREMA® K, enabling visitors to see for themselves how intelligent in-house recycling solutions can maintain consistent end product quality while saving production and labour costs at the same time. The new, fully automatic processing system designed especially for the recycling of PE edge trim is the successor model of the  
*(Continued, see Expand, page 37)*



EREMA CONTINUES TO EXPAND IN THE U.S. [CONT'D]

previous KAG system which now features all the innovative technologies of the INTAREMA® plant generation for further boosts to efficiency.

In-house recycling solutions for flexible plastic packaging are a core competency at EREMA—some 2,000 of the over 4,000 EREMA systems sold around the world operate in this application field. With this new boost to efficiency the enhanced INTAREMA® K system secures the continuation of the success of the in-house recycling application.

One of the key benefits of the new system is the direct feeding of the endless edge trim via piping and cyclone which takes place automatically and offers maximum flexibility through possible combinations of cyclone, roller intake or conveyor belt, too. As a result, pre-cutting of the edge trim is not necessary. The fully automatic throughput adjustment to the actual amount of edge trim also ensures minimum labour requirements. This efficiency boost results in high-quality, clean pellets, up to 100%

of which can be returned to the production process. INTAREMA® K systems can thus be integrated not only in production lines but also installed externally as an offline system.

All INTAREMA® systems feature the new Counter Current core technology for improved material intake and higher output capacity, the Smart Start system for extremely easy operation and a top degree of automation plus enhanced ecoSAVE® technology for even lower energy costs.

**About the company:**

Since it was founded in 1983, EREMA Engineering Recycling Maschinen und Anlagen Ges.m.b.H has specialized in the development and production of plastic recycling systems and technologies for the plastics processing industry and is regarded as the global market and innovation leader in these sectors. EREMA's technology has become established as a leading global standard for a wide variety of recycling tasks, ranging from the recycling of polyolefins to polyester (PET).

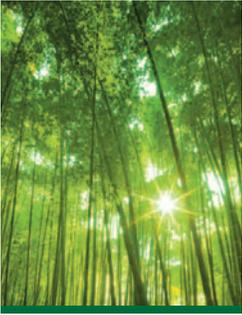
The wide-ranging product portfolio can be divided into the following main segments:

- Plastics recycling systems for standard applications and production waste
- Plastic recycling systems for heavily printed/contaminated post-consumer waste
- FDA-approved PET recycling systems, VACUREMA®, efsa approval requested via customers (e.g. for bottle to bottle recycling)
- Inline PET applications (e.g. for fiber, film and strapping)
- COREMA® plastic recycling system for the production of highly filled and customized compounds
- Fully automatic, self-cleaning melt filters
- Pelletizing systems

Around 450 people around the world work for the Austrian company group. With its own sales and service companies in the U.S. and China, plus around 50 local representatives in all five continents, EREMA provides

custom recycling solutions for international customers. Innovative technology and global service support additionally ensure that owners enjoy the maximum benefit from their EREMA systems.

Numerous patents, particularly energy-saving, environmentally friendly systems, exacting quality requirements and proactive commitment to customers form the basis for the continuing international success of EREMA. ●



ONCE THEY'RE USED, MOST OF THOSE BAGS GO INTO THE TRASH.

**GREEN:**

**A DIFFERENT KIND OF DOGGIE BAG**

BY LESLEY FAIR, FEDERAL TRADE COMMISSION

If your clients make environmental claims, the FTC staff just sent 20 warning letters you'll want to tell them about. The subject is doggie bags and leftovers—but not that kind of doggie bag and definitely not that kind of leftover.

Who got the letter? Companies that sell dog waste bags marketed as “biodegradable” and “compostable.” Considerate dog owners (and ones who want to comply with local laws) use the bags to tidy up after Fido. That's where the problem starts—because once they've been used, most of those bags go into the trash. And most trash goes into landfills. And most stuff in landfills doesn't go anywhere for a long, long time.

Based on research about how consumers understand the term, here's what the FTC's Green Guides say about the ad claim “biodegradable”:

A marketer making an unqualified degradable claim should have competent and reliable scientific evidence that the entire item will completely break down

and return to nature (i.e., decompose into elements found in nature) within a reasonably short period of time after customary disposal. It is deceptive to make an unqualified degradable claim for items entering the solid waste stream if the items do not completely decompose within one year after customary disposal.

The Guides go on to say, “Unqualified degradable claims for items that are customarily disposed in landfills, incinerators, and recycling facilities are deceptive because these locations do not present conditions in which complete decomposition will occur within one year.”

The warning letters point out a similar problem with marketing the bags as “compostable.”

According to the Green Guides, unqualified “compostable” claims may be deceptive if the item cannot be composted safely, timely, and easily in a home compost pile or device; if the bags are likely to be disposed of in a landfill; or if compost facilities in the area don't typically accept the item in question.

Most commercial and municipal composting facilities don't accept dog waste in their systems and home composting requires careful processing to avoid possible health hazards.

The warning letters point marketers to the relevant sections of the Green Guides and suggest they take a second look to make sure their claims are substantiated.

The FTC has resources for business on keeping environmental claims compliant—because when it comes to green marketing, no one wants to land in (we're just quoting President Bush here) deep doo-doo. ●

*Reprinted from [www.ftc.gov](http://www.ftc.gov), February 3, 2015.*



THE DEPARTMENT HAS YET TO FULLY JUSTIFY WHY FOAM WAS SELECTED.

**GREEN:**

**'GREEN CHEMISTRY' HAMPER'S GOALS ON ENERGY EFFICIENCY, CLIMATE CHANGE**

BY TIM SHESTEK, AMERICAN CHEMISTRY COUNCIL

California is known as a leader on a variety of environmental issues. I'm proud to work in an industry helping the state to meet its goals to increase energy efficiency and reduce greenhouse gas emissions.

At the American Chemistry Council, many of our member companies work on sustainable technologies that are revolutionizing the way we generate and store energy—solar cells, wind turbines, rechargeable batteries and more. A groundbreaking study by McKinsey & Company found that chemistry products save twice the greenhouse gas emissions that are emitted making them.

Gov. Jerry Brown has proposed setting new guidelines to double energy efficiency in existing buildings by 2030. Senate President Pro Tem Kevin de León is also making it a priority to achieve these objectives, a theme he will highlight in his keynote address Tuesday at the Green California Summit.

Building products such as energy-efficient windows and spray polyurethane foam insulation can help California meet those goals. We will be showcasing different energy- and water-efficiency products in an event at the Capitol on Tuesday in part-

nership with others in the building industry.

It's a fact that a well-insulated home or office requires less energy to heat or cool than a similar building that is not insulated. With electricity prices in California among the 10 highest in the nation, the \$900 savings per year from foam insulation is significant. Furthermore, homes with foam insulation could reduce 800,000 metric tons of carbon emissions, the equivalent of removing 2,700 cars from California's roads each year.

Unfortunately, as one part of state government encourages energy-efficient home and building standards, we get a seemingly different message from another state agency, the Department of Toxic Substances Control.

Last year, the DTSC put at risk the future use of foam insulation in California by selecting it as one of the first products under its Green Chemistry Initiative, a regulatory effort aimed at reducing or eliminating exposures to hazardous chemicals and encouraging the use of potentially safer substitutes. The department has yet to fully justify why foam was selected since there have been no documented cases of health concerns related to the product in California.

The foam insulation industry is more than willing to continue to work with the DTSC, Cal-OSHA or any other agency to ensure its product is installed properly and safely by trained workers. Despite more than 40 years of safe and effective use as a proven building material, a cloud is hanging over the product while the DTSC determines what regulatory action, if any, it may take.

The state shouldn't be saying to double energy efficiency in buildings by 2030 on the one hand but not to use one of the most proven and effective materials to meet that goal on the other.

California can and should continue to lead the way for the nation with its aggressive energy-efficiency goals. American Chemistry Council members are prepared to help achieve these goals through the use of innovative products such as spray polyurethane foam insulation. But until state agencies speak with one voice, it will be difficult to succeed. ●

*Reprinted from The Sacramento Bee, April 6, 2015.*



ENERGY COSTS  
PLAY A BIG PART  
IN MAKING  
CALIFORNIA  
A TOUGH PLACE  
TO BE A  
MANUFACTURER.

**GREEN:**

**GROWING MANUFACTURING  
ECONOMY WOULD BE A POWERFUL  
MESSAGE FOR CLIMATE CHANGE  
LEADERSHIP**

BY DOROTHY ROTHROCK, CMTA PRESIDENT

I enjoyed speaking on a climate change panel this week hosted by the Public Policy Institute of California (PPIC). The topic is important to manufacturers because they are sensitive to high energy costs, and we can expect ever higher energy costs when state climate change rules go into full effect.

Other states are watching to see if the manufacturing economy in California will be hurt under our strict greenhouse gas reduction rules. They won't jump on board until they believe it will be good for their economies. That matters because we could take every single molecule of carbon out of the California economy and climate change would still happen. The climate will improve only if other states and countries adopt significant reduction polices.

My fellow panelists expressed great enthusiasm about our state's leadership role in this global issue but they downplayed facts on the ground about the state's economy. The state is seriously lagging the U.S. in manufacturing job growth since the recession ended. We also

have very weak levels of investments for new sites or expansions. Energy costs play a big part in making California a tough place to be a manufacturer.

I understand the desire to put a positive spin on the climate change story and only make the story about technology advancements and growth in green jobs. It interrupts a glowing narrative to mention the trade-offs—potential loss of high wage, middle class manufacturing jobs—when we indiscriminately add new costs to the economy. Some groups do not want to raise public awareness about the trade-offs and thereby dampen enthusiasm about addressing climate change.

But if manufacturing continues to suffer in California, other states will be reluctant to adopt similar policies. The states we need to convince have vibrant manufacturing economies with middle class jobs that they do not want to lose. Brushing the manufacturing data under the rug is not fooling anyone outside California—

in fact, those state leaders see our failure to acknowledge the economic truths as one more reason to put California in the “kooky” category and shy away from joining our programs to reduce emissions.

A question that should have been asked at the PPIC event was “How can California inspire other states and countries to adopt our policies to reduce climate emissions?” My answer would have been: “Don't deny the costs of the policies, take action to minimize those costs, and then make a commitment to prove with facts and data that a healthy manufacturing economy is, and will be, supported by our climate change policies.”

That approach has a chance of putting California in a true leadership position on climate change. ●

*Reprinted from “Capitol Update” by the California Manufacturers & Technology Association, March 26, 2015.*



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