



YOUR BOTTLE MEANS JOBS



IN THE CAROLINAS, NEARLY

1,500 JOBS

WERE CREATED BY THE
RECYCLING INDUSTRY DURING 2013

CO-CHAIRS FOR THE CPRC:

Tamsin Etefagh – Envision Plastics
Steve Zagorski - US Fibers

CPRC STEERING COMMITTEE

Steve Zagorski - US Fibers
Tamsin Etefagh – Envision Plastics
Susan Albritton – Sonoco Recycling
Blair Pollock – Orange County Solid Waste Management
Kara Pochiro – Association of Postconsumer Plastic Recyclers
Bob Jacquette - Horry County Solid Waste Authority
Ken Prevette - Clear Path Recycling
Norm Lisson - Coca-Cola Recycling
Scott Mouw - NC Department of Environment Assistance and Customer Service
Chantal Fryer - SC Department of Commerce
Tonya Lott - SC Department of Commerce
Richard Chesley - SC Department of Health and Environmental Control
Stacey Washington - SC Department of Health and Environmental Control

Dear Potential Supporter,

As a result of a growing sustainability movement, it's been an excellent year for plastics recycling industry growth in the Carolinas. For instance, Wal-mart recently announced goals to increase post-consumer recycled content in plastic packaging by 3 billion pounds by 2020, leading to a big increase in demand for recycled plastics from curbside recycling programs in North and South Carolinas. As a result, the Carolinas Plastics Recycling Council (CPRC), a Carolinas-based public/private partnership, is leading efforts to create a new public outreach campaign to show the economic benefits of recycling more.

The robust plastics recycling value chain in the Carolinas has over 200 companies who collect, process, and manufacture recycled plastics to go back into bottles, textiles, and new consumer products. Plastics reclaimers rely on a steady supply of plastic containers for their processes, and yet roughly two thirds of plastic bottles are still landfilled.

This is why the CPRC has launched an exciting multi-media campaign called 'Your Bottle Means Jobs'. The new brand draws on the many economic reasons to recycle and is a call to action for everyone to recycle more. It's a message we all believe in, and a platform business and civic leaders across the state are already stepping forward to support.

Fundraising has just begun, and a grassroots effort in support of the new brand is underway. We are partnering with some of the top retailers, consumer products groups, recyclers and employers to spread this message across key markets in the Carolinas. Consider contributing funds to cover marketing costs for a big 2014 launch of this pro-recycling, pro-jobs campaign.

- Any contribution is helpful - from \$10,000 to \$50,000 - and other levels are welcome
- Sponsors will receive multiple recognition opportunities throughout the campaign
- 100% of the funds raised will ensure the most exciting aspects of the multi-media campaign rollout are reached.

Your participation is greatly appreciated.

Carolinas Plastics
Recycling Council



PURPOSE

With an estimated **300 MILLION POUNDS OF PLASTIC BOTTLES LANDFILLED** annually in the Carolinas, there are potential feedstocks that could be turned into new recycled content products by businesses who employ our citizens.

The **CAROLINAS PLASTICS RECYCLING COUNCIL (CPRC)** is a public/private initiative dedicated to increasing plastic container recovery and recycling in North and South Carolina. Increased recovery has the capacity to:

- Increase jobs
- Increase energy savings
- Increase local tax revenues
- Increase state capital investment and economic growth

The **CPRC** is focused on education and outreach, recycling market development and connecting generators in grocery store chains with rigid plastics to plastics recyclers. We are developing a media campaign to encourage the public to **RECYCLE MORE** plastic bottles and containers.

- Of the **243 BILLION** beverage packages sold in the U.S. in 2010, **63% WERE LANDFILLED**, littered or incinerated (Source: Container Recycling Institute). That's a lot of job potential we are just throwing away.
- The more bottles that are recycled in the Carolinas, the more directly it fuels this growing industry and **CREATES JOBS** in both states.

- Recycling is one of the few industries that has shown a **5% GROWTH** rate in the past six years, despite the recession.
- The Carolinas have a large, **ROBUST PLASTICS RECYCLING INDUSTRY** with unfulfilled capacity and insufficient bottle supply to meet growing recycling demand.
- The public discards approximately **FOUR BILLION BOTTLES** each year. If recycled, these bottles can contribute to the creation of jobs for our citizens and help grow our local, state and regional economy.



APPROACH

The target audience is adults 25-60 who are occasional recyclers and those who only recycle at home but could do more to recycle on-the-go, at events, and at work. We know that if we **INCREASE PARTICIPATION**, the available **LOCAL** feedstock will provide more fuel for manufacturing which supports the automotive, textile, home furnishings, strapping, carpet, consumer products and other industries in the Carolinas. The increase will also provide a positive economic impact locally and across the region with new jobs, additional tax revenues, avoided landfill costs, and increased energy savings.

TWO CPRC INITIATIVES:



• PUBLIC OUTREACH CAMPAIGN

Encouraging the public to recycle a larger share of the 300 million pounds of bottles now thrown away in the Carolinas.



• GROCERY STORE RIGIDS

Working with grocery store chains to reclaim an estimated 16 million pounds of rigid plastic tubs and containers currently disposed of landfills in the Carolinas.



INDUSTRY IMPACT

HIGH DEMAND. LOW SUPPLY.

With North and South Carolina combined, the PET (i.e. drink bottle) and HDPE (i.e. laundry detergent and shampoo bottles) plastics reclamation industry's size and economic impact in the region is significant:

- 15 representative companies from NC/SC
- 1,350 employees;
- Process 100's of million pounds of plastic annually;
- \$450 million annual sales
- \$126 million in initial investments and facility expansions.

A few of South Carolina companies include Martin Color Fi, Stein Fibers Ltd, NURRC, Polysols, US Fibers, PolyQuest, Inc., David C. Poole Co., Wellman Plastics Recycling, Palmetto Synthetics, EZ Products, LLC, Samuel Strapping and Faith Group. Ten of the 14 companies responded to the survey with the following economic impact in SC:

- 1,000 employees
- 695 million lbs capacity
- \$388 million annual sales
- \$92 million capital investment

Some of the North Carolina companies include Blue Ridge Plastics, Clear Path Recycling, Custom Polymers, DAK Americas, Envision Plastics, and Mohawk Industries.

- 350 employees
 - 55+ million lbs capacity
 - \$60+ million annual sales
 - \$34 million capital investment

Less than 25% of bottle material is purchased from companies in the Carolinas.

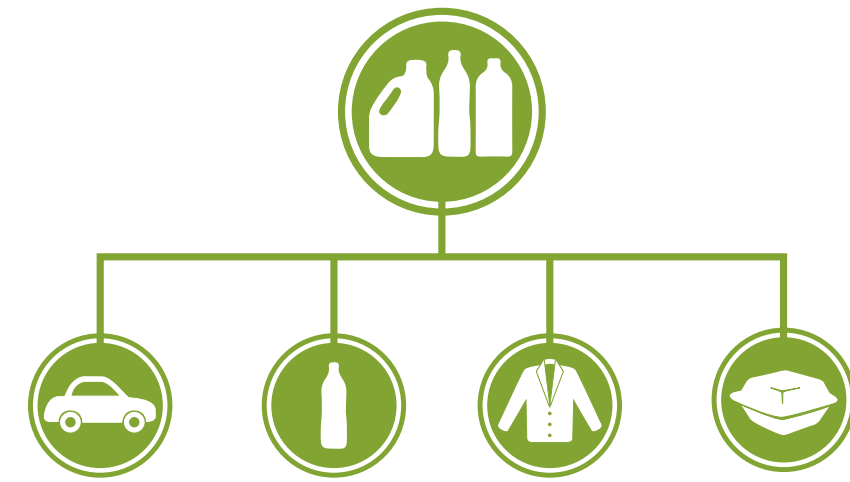
Increased recovery has the capacity to lead to **INCREASED JOBS, ENERGY SAVINGS** for end-use markets, and increased state capital investment by companies that will provide hauling, collection, processing and end-use components for the recycling industry.



INDUSTRY IMPACT

PLASTICS RECYCLING IMPACTS RETAIL CONSUMER PRODUCT AVAILABILITY

Plastic bottles and jugs have value. Recycling these items allows materials that would become waste to be used as valuable resources. When consumers place their recyclable plastics in bins and carts, or take them to local drop-off facilities, they impact the market with a valuable commodity that contributes significantly to their local and regional economy.



The increase in the supply of recyclable plastics fuel our manufacturing industries and makes them more **SUSTAINABLE AND COMPETITIVE**. These available raw materials contribute directly to a variety of consumer product industries in the Carolinas.

PLASTICS RECYCLING IMPACTS THE ECONOMY

By increasing **CURBSIDE RECYCLING SUPPLY**, we can effectively reduce costs across the recycling and manufacturing process.

Recycling and reclaiming have a positive impact on not only communities but also on businesses by **AVOIDING DISPOSAL COSTS** associated with landfills.



CAMPAIGN SUPPORTERS

"Innovative technology in single stream processing provides plastic feedstock in the Carolinas for a myriad of manufacturers and products. Plastic bottle recycling provides raw material to more than 15 regional companies that depend on recyclers to provide material that will be converted into resins that are made into pipe, carpeting, drink bottles, strapping, consumer packaging and polyester films. This campaign will communicate the direct connection between recycling and economic growth in the Carolinas."

- Susan Albritton - National Manager, Non Fiber Materials Marketing, Sonoco Recycling



"Envision Plastics recycles on average eight million pounds of HDPE a month. Every Downy bottle in the U.S. is made from Envision blue, and the Downy bottle will have at least 30 to 50 percent recycled content. If you held up next to each other a water bottle and a shampoo or laundry detergent bottle to the average consumer, many

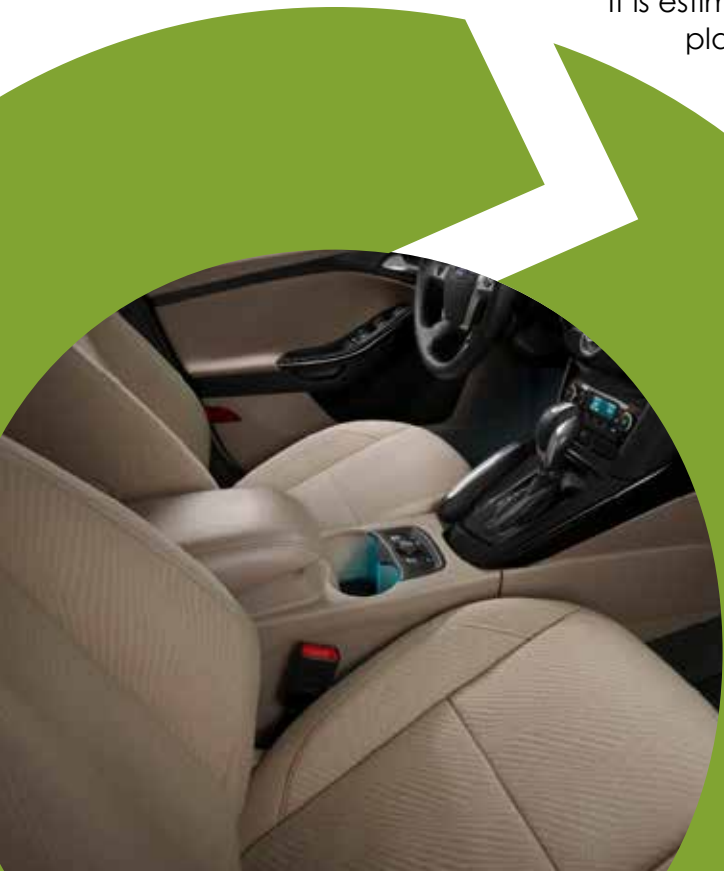
would not think that the shampoo or detergent bottle is recyclable. We value the benefit that this outreach campaign will have on HDPE plastic recycling in the Carolinas. We hope to get more locally available recycling feedstock to manufacture resin that will go into new consumer products that will have our Carolinas' based recycled material in it."

- Ms. Tamsin Etefagh - Vice President, Envision Plastics

It is estimated about 35,000 tons of plastic bottles and jugs that could be recycled are thrown away each year. Improved recovery avoids this unnecessary

disposal, conserves resources, creates jobs and sustains the state's recycling markets and businesses. Improved recovery also helps move South Carolina towards meeting its 40 percent recycling goal.

- S.C. Department of Health and Environmental Control



CAMPAIGN SUPPORTERS

"What is little known is that recycling fuels manufacturing. Today, fewer than 30% of plastic bottles are recycled in the United States. US Fibers is a user of post-consumer and postindustrial PET materials, and we depend on the voluntary efforts of citizens to supply the feedstock necessary to produce recycled fiber products. When you drop one bottle into the recycling bin, that's one more that can go back into a recycled product such as a pillow, automotive trunk, filter or back into where it started - a new bottle."

- Steve Zagorski - VP- New Business Development, US Fibers



NC DENR has worked to help build and encourage the recycling of plastics because of the enormous opportunities to create jobs, increase business activity, feed our manufacturers with valuable, locally-sourced material, and reduce our dependence on landfills. North Carolinians can directly contribute to these goals by making the right choice with their empty bottles and this campaign will tell the story about the positive economic impact that the simple act of recycling provides.

- Scott Mouw, NC Division of Environmental Assistance and Customer Service

"York County Solid Waste Collection & Recycling is proud to support the Carolinas Plastics Recycling Council's efforts to increase the recovery of plastic containers in the Carolinas. This is mutually beneficial for all involved, from families that recycle to the recycling industry!"

- Leslie G. Hatchell, Recycling Educator/Coordinator York County Solid Waste Collection & Recycling



"Although Orange County leads North Carolina in waste reduction, we still landfilled over fifty million plastic bottles last year. That's the equivalent of a

bottle per person per day every day for the whole year. Imagine what would happen if each person just recycled one more plastic bottle a day. No bottles wasted. A campaign that brings this to everyone's attention will undoubtedly help."

- Blair L. Pollock - Solid Waste Planner Orange County Solid Waste Management



STORIES OF SUCCESS



THE MAKERS OF REPREVE

Unifi, headquartered in Greensboro, NC is a producer of multi-filament polyester and nylon textured yarns and employs nearly 2,000 people in North Carolina. In late 2007, Unifi began producing a line of products called REPREVE®, which are made from recycled materials including pre-consumer manufacturing waste and post-consumer plastic bottles.

REPREVE® can be found in many products, ranging from apparel and socks to office furnishings. It is also used in industrial, automotive and medical applications. REPREVE® has been adopted by some of the world's leading brands and retailers, including Patagonia, The North Face, Haggar and Ford. In May 2011, Unifi expanded the Yadkinville, NC REPREVE® Recycling Center, a \$8 million investment that allowed for the expansion of REPREVE® recycled fiber production capacity from 25 million pounds to over 40 million pounds annually. The REPREVE® Recycling Center created 25 new jobs in Yadkin County. www.unifi.com



Envision Plastics is a technology leader in HDPE recycling and the only producer of food grade high-density polyethylene (HDPE) in North America. HDPE bottles collected curbside from homes, businesses and schools are recycled to produce HDPE resins for the food, beverage, personal care, consumer healthcare and general-purpose industries.

With plants in Reidsville, NC and Chino, California, Envision Plastics also produces premium grade, natural color and mixed color and utility grade resins in pellet form. Envision employs advanced, proprietary technologies including EcoPrime™ (which produces FDA approved, food grade recycled HDPE) and PRISMA™ (which produces custom color sorted recycled HDPE).

Envision recycles over 100 million pounds of HDPE annually, and employs more than 100 people at their two recycling and production plants. End users of Envision plastics are blow molders of bottles, film producers, lawn and garden product manufacturers, pipe manufactures, HDPE sheet companies and some injection molding and extrusion manufactures. Most recently, Envision worked with Method to produce the first plastic bottle made from recycled ocean plastic. www.envisionplastics.com



STORIES OF SUCCESS



US Fibers, a division of the Pac Tell Group Inc., is one of the first companies in the United States to recycle all forms of PET post-industrial and post-consumer material and then convert it into

a high quality, regenerated staple fiber. US Fibers started out in 1993 as a recycler of plastics with a handful of employees where it sorted and upgraded materials to a more usable form. The company now has nearly 200 employees at its current plastics extrusion facility. With this rapid growth, the business has increased tenfold over the past seven years.

US Fibers has operated in South Carolina for over 20 years and in Edgefield County for 10 years. US Fibers has locations in both Trenton, SC and Laurens, SC. The company bought an idled Martin Color-Fi plant located in Trenton, SC, creating local jobs with good wages in an underdeveloped community. US Fibers recycles polyester materials and manufactures staple fiber. Between its polyester recycling capabilities and staple fiber manufacturing, US Fibers processes 250 million pounds of polyester material annually. Its products serve in the automotive, filtration, non-woven, home furnishings, and geo-textile industries. www.usfibers.com



"The South Carolina Department of Commerce recognizes the value of the 380 jobs and \$50.3 million in capital investment announcements in 2013 from new and existing plastics recycling companies in our state. Working together in the Carolinas, we can provide new momentum for our state's economic health."

- Chantal Fryer, Recycling Market Development, SC Department of Commerce

HELP US CREATE MORE SUCCESS STORIES!



THANK YOU



CAROLINAS
**PLASTICS
RECYCLING**
COUNCIL

SC Department of Commerce

SC Department of Health and Environmental Control

NC Department of Environment and Natural Resources
Division of Environmental Assistance and Customer Service

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