



## News Release

**For Immediate Release**

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Contact (New York City): Dave Vermillion (212) 704-4576

E-mail: [david.vermillion@edelman.com](mailto:david.vermillion@edelman.com)

Contact (National): Jennifer Killinger (703) 741-5833

Email: [jennifer\\_killinger@americanchemistry.com](mailto:jennifer_killinger@americanchemistry.com)

### **PROGRESSIVE BAG AFFILIATES OF THE ACC APPLAUDS NEW INNOVATIVE BAG RECYCLING PROGRAMS**

#### ***Creative Private Sector Offerings Give Retailers Instant Recycling Infrastructure; Growing Trend Highlights Revenue Opportunity in Plastic Bag Recycling***

NEW YORK, NY (January 24, 2008) – The Progressive Bag Affiliates (PBA) of the American Chemistry Council (ACC) applauds the efforts of Penn Jersey Paper Company and Poly-Pak Industries in making it easier for Americans to recycle plastic bags. The two companies have recently launched innovative programs that provide end-to-end recycling infrastructure to facilitate plastic bag recycling. The new programs are indicators of increased demand for plastic bag recycling infrastructure and more evidence of a growing trend toward bag recycling across the nation.

“The private sector recognizes the opportunity that plastic bag recycling offers both as a product offering and through the sale of recycled plastic in the secondary market,” said Steve Russell, managing director for ACC’s Plastics Division. “The markets for these materials clearly show that plastics are too valuable a resource to waste and should be recycled. We encourage more of this.”

“The innovative programs developed by Penn Jersey and PolyPak are two examples of how the entrepreneurial spirit is generating creative, environmentally responsible solutions in the marketplace. As this recycling trend gains momentum, the PBA will continue to support the efforts of companies to make plastic bag recycling a reality for every community,” Russell said.

Penn Jersey’s “BagSmart™” program is a partnership with Goodwill Industries and Trex Company that provides food retailers with a complete system to recycle bags. Penn Jersey provides recycling bins, signage and advertising support for participating stores. Consumers recycle the bags, Goodwill and its employees pick up and bale the plastic, and Trex recycles the plastic into new products. Penn Jersey also offers a line of reusable tote bags. The program is already operating in Philadelphia and Southern New Jersey, with plans to deploy in New York in March 2008. More information can be found at <http://bag-smart.com>.

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The Poly-Pak Industries “It’s Easy Being Green” program, inspired by the PBA “Bring It Back” model, offers an end-to-end recycling center to businesses in the non-food retail industry. Regal’s recycling package contains a collection bin, signs to promote the program, return pouches for the collected bags and complete instructions. All collected bags are retrieved by Regal and recycled into new bags and other products. Reusable shopping bags are included in this product suite. Poly-Pak launched this program to its national customer base this month. For more information, visit [www.poly-pak.com](http://www.poly-pak.com).

### **About the Progressive Bag Affiliates**

The Progressive Bag Affiliates of the American Chemistry Council promotes the responsible use and recycling of plastic bags. The PBA recycling toolkit is being used by retailers around the nation as a reference for determining the best ways to deploy effective recycling solutions in stores. For more information, please visit [www.plasticbagrecycling.org](http://www.plasticbagrecycling.org).

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[www.americanchemistry.com/newsroom](http://www.americanchemistry.com/newsroom)

*The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care<sup>®</sup>, common sense advocacy designed to address major public policy issues, and health and environmental research and product testing. The business of chemistry is a \$635 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in U.S. exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.*