



Considerations for Packaging Recovery in the Uniquely Californian Landscape

An open, empty cardboard box is shown in the lower-left quadrant of the slide. The box is made of brown corrugated cardboard and is oriented with its top flaps open, revealing the interior. It is set against a plain white background.

CalRecycle Workshop

December 12, 2013



Alternatives.

Recycle



Compost



Trash









Good or bad?



recycled fiber

Resin Identification Codes

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

Contains 95% recycled fiber

Good or bad?

Labeling for consumers vs. labeling for recyclers





Carbon labels vs. recycling labels

“Biobased Content: 67%”





See Federal Trade Commission's (FTC's) Guides
for the Use of Environmental Marketing Claims

This is hard.



This is hard.



This is hard.



This is hard.







An alternative.



(800) 746-4283

www.cue^{te}ch.com

An alternative.

Shortages

Obsolescence

Surplus



IDEAS

+ ACTION

= CHANGE

- Incentivize markets for post-consumer recycled products.
- Single-material is better than multi-material. Smaller may be better?
- Help *recyclers* with visual cues.
- Standardize and label thin film plastic?



Malaika Thorne
415.715.6273
mthorne@recology.com