

Mr. Jim Hill, CalRecycle
1001 I Street
Sacramento, California 95814



November 2, 2014

Dear Jim and CalRecycle colleagues,

I hope you are all well. There are a lot of exciting things happening in California! I wanted to connect on a few things:

This week, Nov. 5-6, Justin Lehrer of StopWaste and I are hosting another session of the Essentials of Sustainable Packaging course. It's coming up fast but slots remain available, so please spread the word!

Secondly, we are working with the American Chemistry Council on plastic film recycling, and they have helped to fund company use and consumer awareness of the How2Recycle "Store Drop-off" label, which indicates the recyclability at retail for polyethylene plastic bags, wraps, and other films. These include Sealed Air "Fill-Air" air pillows, Kellogg cereal liners, drink case wrap, dry cleaning bags, plastic mailers, paper product wrappings, and more.

Even with a bag ban in place, this form of polyethylene wrap—desired by recyclers through clean retail outlets—continues to be placed in the market, and we are concerned that a bag ban will lead to reduction in the availability of these critical retail collection mechanisms.

As such, we wanted to take the opportunity to comment on the *CalRecycle Packaging Workshop Background Paper: Increasing collection and recovery of packaging in California*. We have a number of suggestions for this discussion that will enable a more robust picture of recycling possibilities for California.

1. List of Packaging Products by Material Type. We believe that it makes sense to call out #2 and #4 flexible plastic polyethylene.
2. Table 5, Secondary Filter. Same comment; for "Opportunity Exists for New Efforts," we recommend this be labeled as High" as a result of the How2Recycle "Store Drop-off Label" and the expanding [WRAP program](#), a collaborative effort with the ACC's Flexible Film Recycling Group.
3. "Plastic Films" p. 13: mentions the problems with curbside collection. A logical addition would be to promote the variety of outlets currently available for consumer drop-off. These can be found at plasticfilmrecycling.org.
4. P. 16 voluntary activities, could include:
 - a. ACC's WRAP program collaboration
 - b. Encouraging companies to use the SPC's How2Recycle Labeling Program. StopWaste currently offers funding to Alameda County companies wishing to join the program.
5. Appendix 2: We'd be happy to provide details on these initiatives above to add here, if appropriate.

My colleague Danielle Peacock will be attending the upcoming call. Thank you for your efforts regarding packaging sustainability, and we look forward to continuing to collaborate with CalRecycle via the Sustainable Packaging Coalition.

Best,

Anne Bedarf

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Senior Manager, GreenBlue's Sustainable Packaging Coalition