

## “Testimonial”

“What grocers might see in their backroom today as trash, is a treasure for us. Recycled rigid plastics from grocery backrooms quite possibly could end up on store shelves as new packaging next month.”

Stephanie Baker  
Director of Market Development,  
KW Plastics

## Determine Your Market

Rigid plastic containers have value. When grocery retailers understand various marketing options, and therefore go direct to end plastic recycling markets, they usually enjoy better revenue and efficiencies.

Recyclable rigid plastics provide valuable **feedstock** that is of growing interest to plastics reclaimers and other industry stakeholders. With a rapidly increasing demand for end-market, recycled-content packaging, supermarkets can play an important role within this new recycling opportunity. Simply put, rigid plastic recycling benefits both the grocery industry and plastic reclaimers.

### You DO have a Choice of Best Market Option

Choice of the best marketing option for your company will largely depend on your primary supplier relationship and local logistics opportunities. Large chains in control of their own distribution may choose to backhaul from stores and centrally consolidate recovered rigid plastics. Other retailers may need to rely on wholesalers or local haulers or material recycling facilities (MRFs), to consolidate and handle material.

## Products Made from Grocery Rigid Plastics



Green Toys



Retail Products



Kitchenware

## Financial Benefit Example

Example: A group of 100 supermarkets collectively generating, [conservatively] 4,000 lbs/year for a total of 400,000 lbs. (200 tons)/year.

### Rigids Recycling Revenue

Pounds Rigid Plastics Recycled a Year	400,000 lbs. (200 tons)
Market Value	x 5¢/lb.*
Recycled Rigid Plastics Revenue	\$20,000

\* Net Revenue assumes some capital and operating costs for baling materials. The pilot studies indicated no cost for watermelon bins or labor for segregating rigids. As a result no additional costs are included in calculations. The price per pound value is illustrative only and is not intended to signal actual pricing. Insert your price per pound.

### Waste Disposal and Hauling Cost Savings

Grocery Store’s Disposal & Hauling Costs	\$ 150/ton
Rigid Plastics Recycled	x 200 tons
Waste Disposal Cost Savings	\$30,000

Note: Discuss reduced hauls with your waste company.

### Financial Benefit of Grocery Rigid Plastic Recycling

Recycled Rigid Plastics Revenue	\$20,000
Waste Disposal Cost Savings	+ \$30,000
Financial Benefit Total	\$50,000

Note: Including pharmacy stock bottles in a grocery rigid recycling program, can significantly increase the \$ benefit.

[Grocery Rigid Plastics Available Markets List](#)



**Watch Video #3**  
Grocery Rigid Plastics  
“Completing the Cycle”