MARKETING MIXED PLASTICS
Lou Perez eco-cycle SWANA Conference 2017

CHINA’S GREEN FENCE
Closed Markets for MIXED PLASTICS #3-7

WHY?
MARKETING INCENTIVES
DIVERSIFY
NEW IDEAS ON WHAT TO DO

WHAT?
GROWTH IN POSTCONSUMER PLASTIC BOTTLE RECYCLING

HOW?
(OLD SYSTEM)

HOW?

NEW SYSTEM: SEPARATE

- PP Polypropylene
  MARKET AS A SINGLE GRADE
- Mixed Rigid Plastics
  MARKET AS A SINGLE GRADE
- PET Thermoform
  BLEND WITH PET WHOLE BOTTLES

POLYPROPYLENE (PP) #5

MIXED RIGID PLASTICS (MRP)

PET #1 THERMOFORM CONTAINERS WITH PET #1 BOTTLES
Was This a Game Changer?

Changed our production of #3 - #7 Plastics from 5 bales per day to ½ bale per day.

The new plastic marketing program increased the aggregate value of traditional 3-7 plastics from $35/ton to $233/ton.

Increased the yearly revenue by $33,000 per year!
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thank you