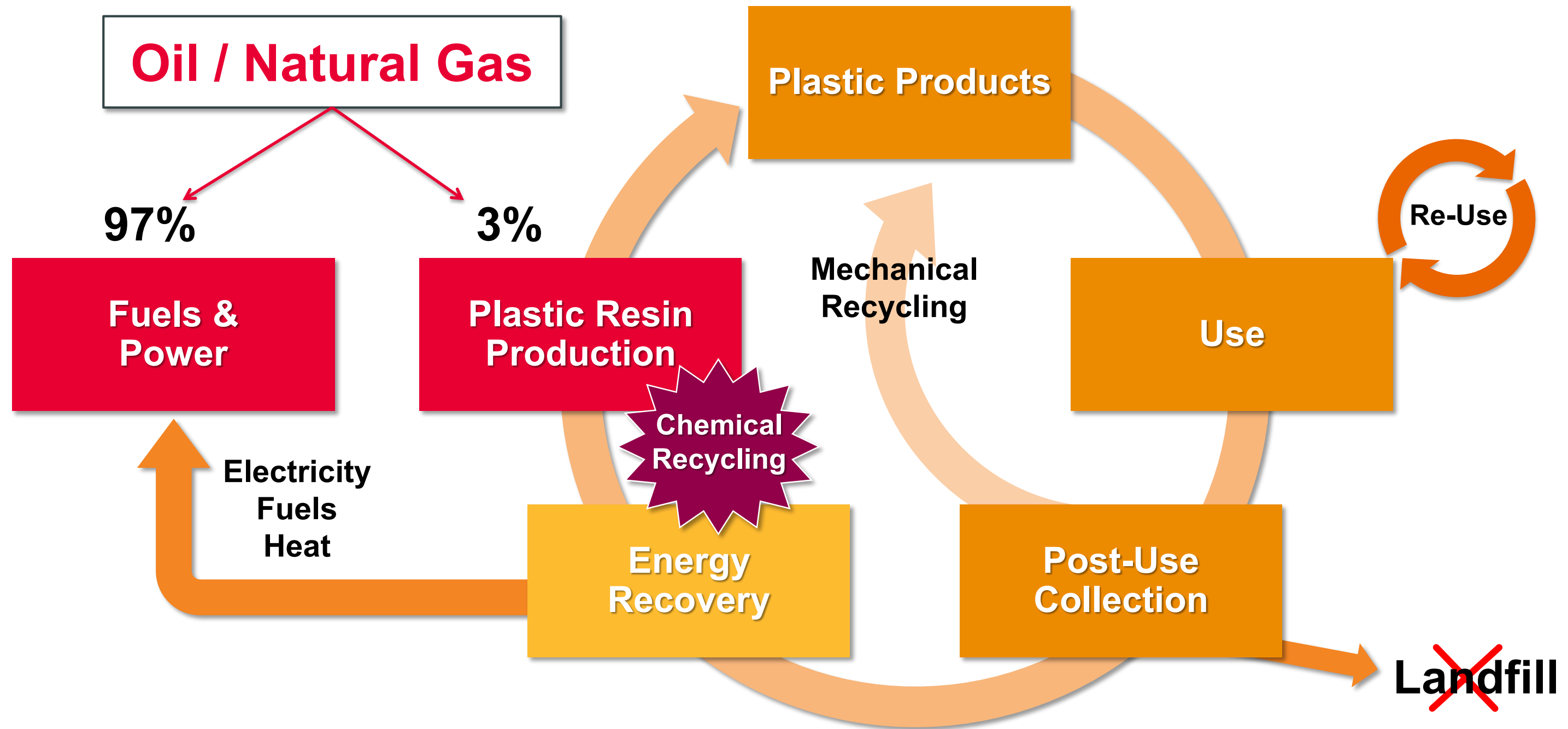




# The Hefty<sup>®</sup> EnergyBag<sup>®</sup> Program

*Collecting, Diverting, & Converting Hard-to-Recycle Plastics*

# Plastics Recovery Model



# Hefty® EnergyBag™ Program

## Purpose:

Collect hard-to-recycle plastics at residential curbside

Divert plastics from landfills at a quality suitable for approved end markets (recycling or energy recovery)

**Complement existing recycling programs**



# An End-of-Life Solution for Hard-to-Recycle Plastics

Consumers purchase Hefty® EnergyBag™ orange bags.



When full, consumers place tied bags in regular recycling cart/bin.



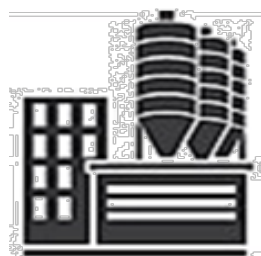
Orange bags are picked up by regular haulers along with other recyclables.



Plastics are converted into valuable resources



Orange bags are baled and sent to suitable end markets



Orange bags are sent to participating materials recovery facilities.



# Hefty® EnergyBag™ Pilot – Citrus Heights, CA



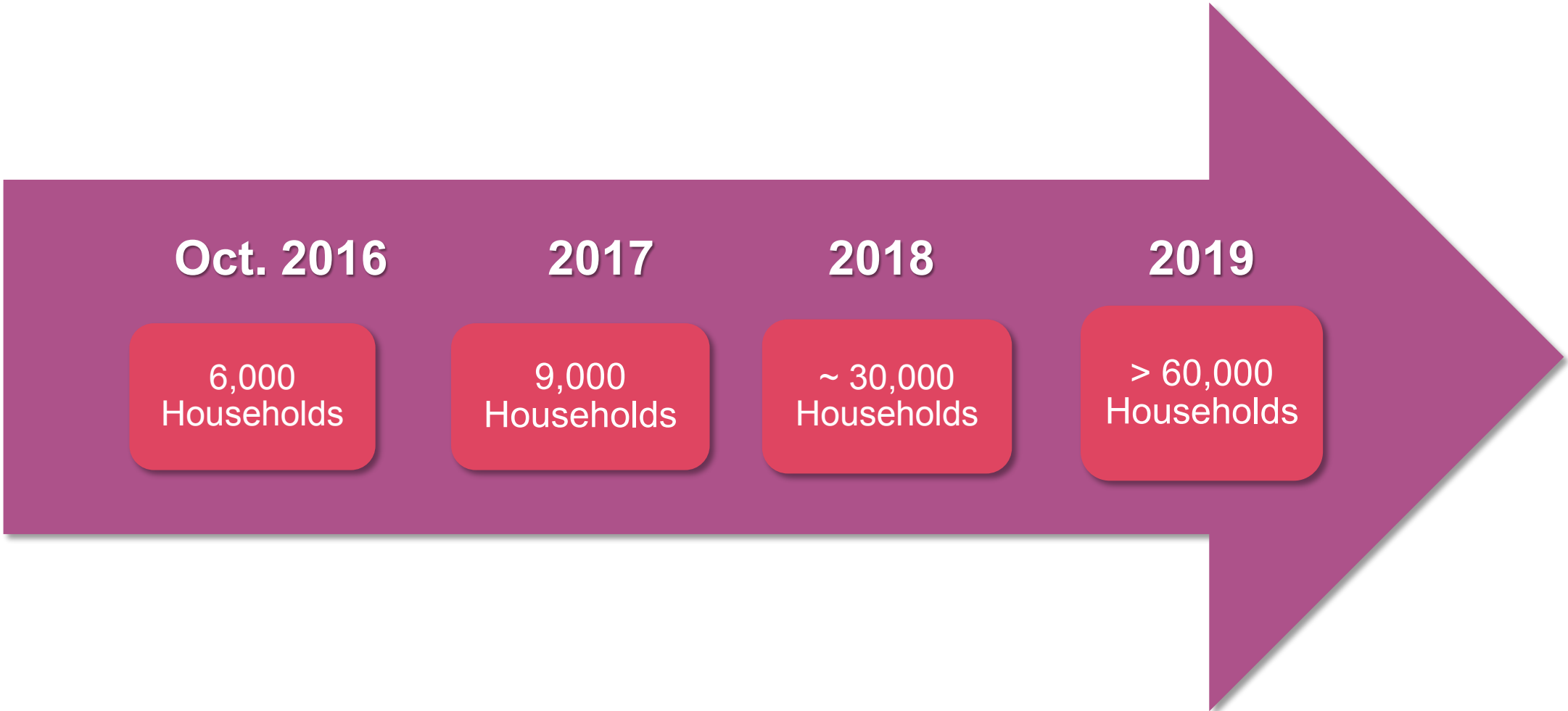
- 8,000 Hefty® EnergyBag™ orange bags collected
- 6,000 lbs. of NRP diverted from landfill
- 512 gallons synthetic fuel oil
- > 85% of households said they would participate again
- Proved hard-to-recycle plastics can be collected at curbside and diverted from landfill

## Creating Value Through Collaboration



# Hefty® EnergyBag™ Program - Omaha, NE area

Omaha, NE  
 Papillion, NE  
 La Vista, NE  
 Ralston, NE  
 Louisville, NE  
 Oakland, NE  
 Bellevue, NE



**Self-Sustained Model**

*Collaborative effort between:*



# If You Don't Bin It, Bag It"

## Collect these hard-to-recycle plastics in your orange bags:

- ✓ Toothpaste tubes
- ✓ Food bags
- ✓ Plastic cups, plates, bowls
- ✓ Foam cups
- ✓ Stand-up pouches
- ✓ Condiment packets
- ✓ Salad bags
- ✓ Squeezable pouches
- ✓ Laundry pouches
- ✓ Potato chip bags
- ✓ Pudding cups
- ✓ Foam-to-go boxes
- ✓ Frozen potato bags
- ✓ Plastic cheese bags
- ✓ Plastic pet food bags
- ✓ Frozen fruit bags
- ✓ Frozen vegetable bags
- ✓ Candy wrappers
- ✓ Coffee pods (without coffee)
- ✓ Packing peanuts
- ✓ Plastics liners from powder mixes
- ✓ Microwavable pouches
- ✓ Plastic straws & stir sticks
- ✓ Juice pouches
- ✓ Plastic utensils
- ✓ All other hard-to-recycle plastics

## Do NOT collect these items in your orange bags:

- × *Aluminum cans*
- × *Glass*
- × *Paper & Cardboard*
- × *Metal*
- × *Water & soda bottles*
- × *Food*
- × *Liquids*
- × *Plastic medical products*
- × *Hazardous waste*
- × *Hoses, tubes or rope*



# Hefty® EnergyBag™ Kit



## TURN YOUR PLASTICS INTO POWER!



### A BRAND NEW WAY TO KEEP PLASTICS OUT OF LANDFILLS

With the new Hefty® EnergyBag Program, plastics you can't recycle now get a second life. For any plastic product that doesn't go in the bin, put it in the bag and it'll get turned into energy!

See the reverse side for more details.



## AN INNOVATIVE WAY TO RECOVER PLASTICS!

In the U.S., we create over 250 million half ends up in landfills. In other countries, hard to energy resources.

The Hefty® EnergyBag™ program is an innovative plastic waste that would otherwise be buried in many types of plastic materials that you would usually into energy through the use of energy recovery technologies meet very strict emission control requirements contents will be converted through proven, acceptable

Join the Hefty® EnergyBag™ program and keep non-recycled plastics for long-term environmental and

\*EPA Advancing Sustainable Materials Management: Facts and Figures Report



Hefty® offers simple solutions for all of your household clean up needs



PRINTED ON 100% RECYCLED PAPER STOCK  
(No environmental pollutants were formed and used)

### Hefty ENERGYBAG™ How does the program work?

- Put clean and dry non-recycled plastics in your Hefty® EnergyBag™ orange bags.
- When full, securely tie the bags.
- Place the bags inside your recycling cart during your scheduled recycling pickup.

### IF YOU DON'T BIN IT, BAG IT!

Check this list for the many non-recycled plastics that can be collected in your Hefty® EnergyBag™ orange bags that currently may not belong in your recycling bin or cart.

- Potato chip bags & other snack bags
- Candy wrappers
- Granola bar & energy bar wrappers
- Plastic and foam cups, plates & bowls
- Shredded cheese packages
- Salad bags
- Plastic pet food bags
- Frozen fruit & vegetable bags
- Pudding cups
- Stand-up pouches
- Squeezable baby food pouches
- Foam to-go boxes
- Packing peanuts
- Plastic utensils
- Plastic straws & stirrers
- Cake mix liners & other dry powder mix liners
- Plastic toothpaste tubes
- Condiment packets
- All other non-recycled plastic bags

#### EXCEPTIONS

The following items are not accepted in the Hefty® EnergyBag™ orange bags - aluminum and steel cans, water and soda bottles, paper and cardboard, glass, food and other packaging contents and liquids of any kind.

The Hefty® EnergyBag™ program does not replace your current recycling program. Please continue to recycle cans, bottles, jugs and newspapers where available and continue to support store drop-off programs for other recyclable items such as plastic shopping bags, newspaper bags and dry cleaning bags.

Reynolds Consumer Products  
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For more information on the Hefty® EnergyBag™ program, please visit: [www.heftyenergybag.com](http://www.heftyenergybag.com)





# Purchase Models

**City/Hauler Program**

8 and 13 gallon bags

**Retail Program**

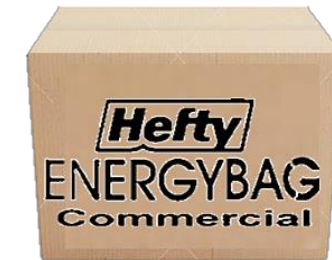
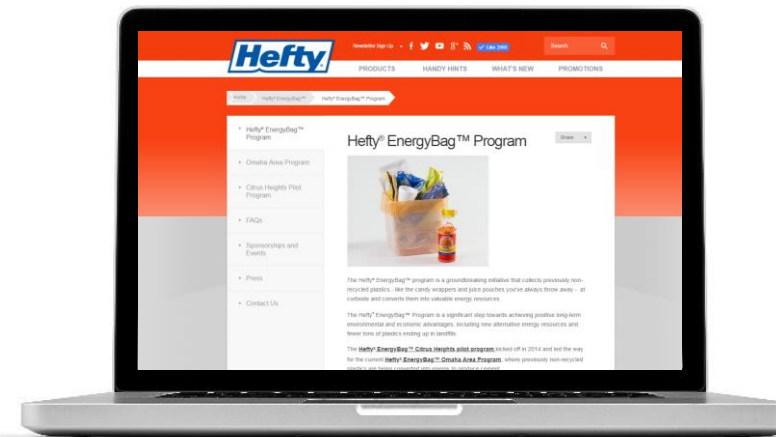
8 and 13 gallon bags

**E-Commerce Program**

8 gallon bags

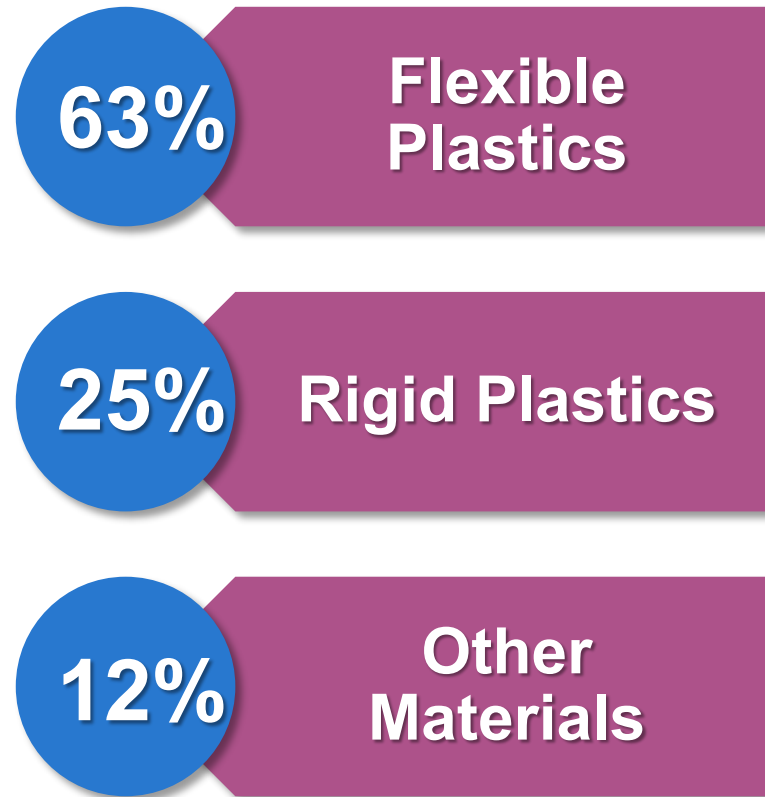
**Commercial Program**

30 and 55 gallon bags

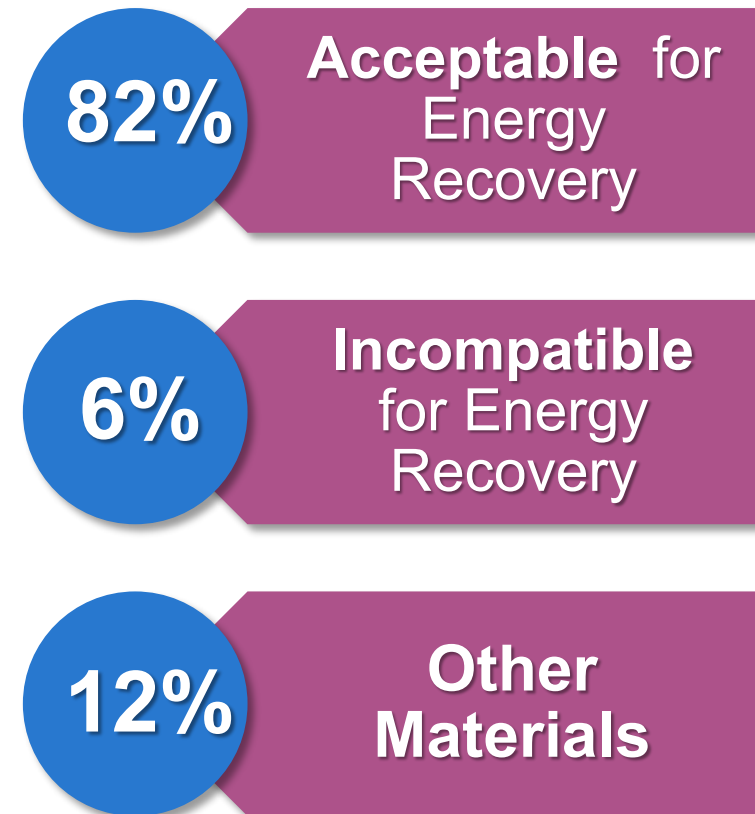


# Composition Audits Results

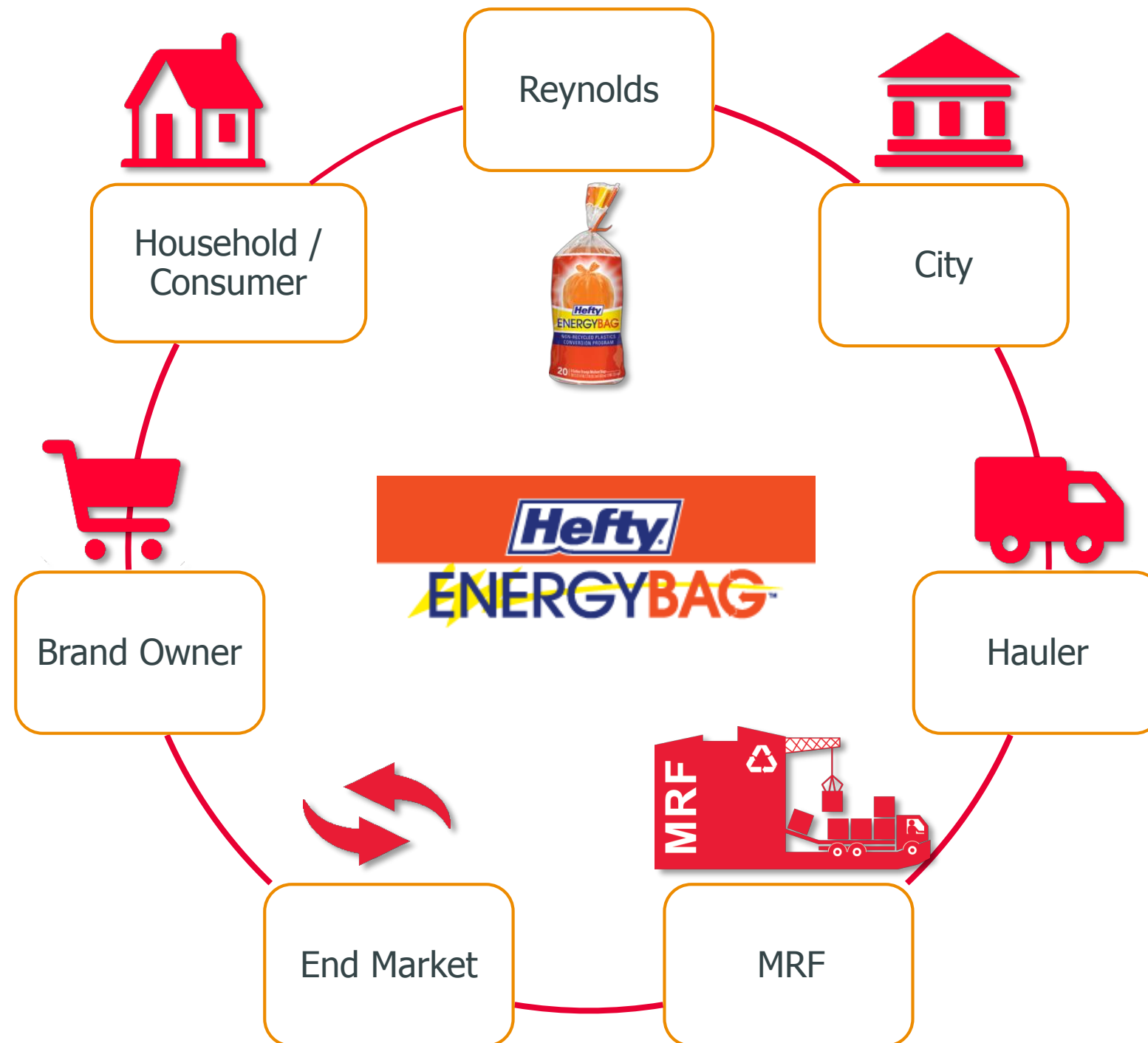
## By Packaging Type



## By Plastic Resin Type



# Collaboration is Key to Success



## Plus

Retailers  
Commercial & Industrial  
Arenas / Stadiums  
Universities  
Zoo's  
NGO's



# Hefty® EnergyBag™ Program

**Collecting at residential curbside (+ commercial)**

**Diverting from landfill**

**Converting to a valuable resource (via energy recovery)**



# Thank you!

**Jon Pyper**

Associate Director, North America Sustainability & Advocacy

Dow Packaging & Specialty Plastics

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