



how2recycle.info

The How2Recycle Store Drop-Off Resource Kit for Retailers

The goal of this kit is to empower retailers to **start or improve Store Drop-Off collection** in their stores.

This is a free resource developed for retailers for the benefit of the general public.

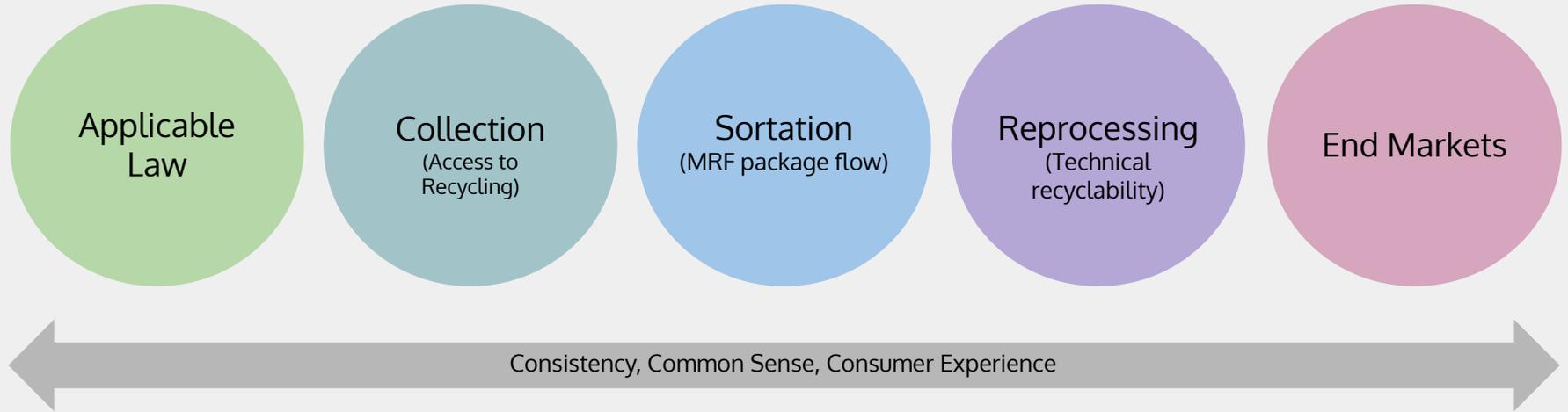
The How2Recycle program does not own, operate or control the Store Drop-Off recycling stream. It is up to each retailer whether they provide Store Drop-Off collection for the recycling of polyethylene films. How2Recycle provides Store Drop-Off labels for certain polyethylene film packages to brands and retailers. How2Recycle strongly encourages all of its retailer members to collect Store Drop-Off packaging for recycling.

To learn more about how the Store Drop-Off stream works, visit our report [here](#).

Key takeaways of this kit:

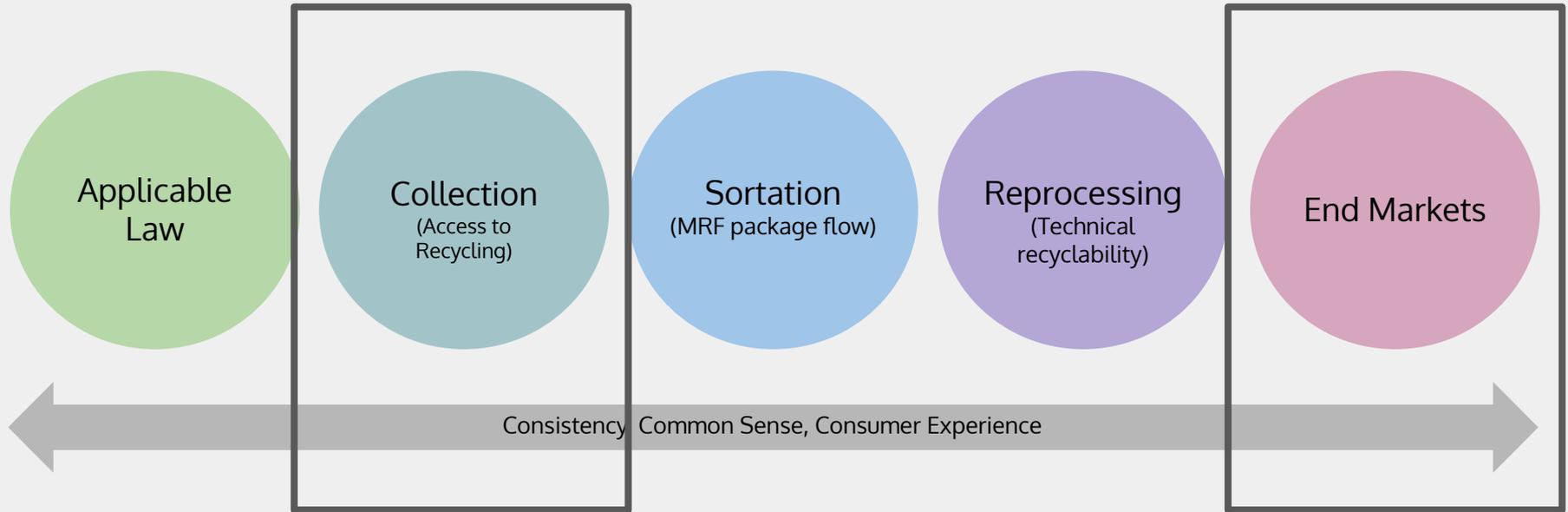
- If you don't already collect Store Drop-Off (SDO) material for recycling, [establish collection](#) at your stores.
- If you already collect SDO, [expand collection](#) to as many of your stores as you are able.
- [Follow best practices for collection](#) such as: (1) using good signage, (2) empowering your employees, (3) keeping your online listings current.
- [Support end markets](#) for the material recycled via Store Drop-Off. Do this by buying recycled products and creating demand for the material—resources exist to help you.
- [Join the How2Recycle program](#) to label your polyethylene film packaging with the Store Drop-Off label so consumers know how to recycle these items.

This is recyclability.





This kit will help retailers develop stronger strategies for collection and end markets for Store Drop-Off recycling.



Contents



The How2Recycle Store Drop-Off Resource Kit for Retailers

- **Collection**
 - Tips for selecting collection bins
 - Manufacturers of collection bins
 - Collection bin signage options
 - Collection best practices
 - In store
 - Online
 - How to join the WRAP program
 - Additional in-store promotion
- **Reprocessing**
 - How to get a Store Drop-Off label
 - Link to the report for Future of Store Drop-Off Recyclability
- **End Markets**
 - Join APR Demand Champions
 - Buy recycled materials
 - PCR products database
 - Buy Recycled database
 - Join WRAP 2.0
 - Link to Design for Recycled Content Guide
- **Consumer engagement**
 - Add the Store Drop-Off label to your private label packaging
 - Engaging national brands
 - Coming soon: WRAP social media kit
- **Beyond Store Drop-Off**
 - How2Recycle Guide to Future Recyclability
 - SPC Collaboratives
 - SPC virtual event library on the future of films

Collection

CONTENTS

- **Tips for selecting collection bins**
- **Manufacturers of collection bins**
- **Collection bin signage options**
- **Collection best practices**
- **Directory listings - why and how**
- **How to join the WRAP program**
- **Additional in-store promotion**



Tips for selecting collection bins

Courtesy of



- Transparent bins enable better quality control.
- Signage near the bin opening helps to deter consumers from putting trash in the bin.
- Avoid recycling bins that resemble garbage cans.
- Place bins near the front of the store.
- Offer convenient access for consumers to place their trash in garbage cans. Ideally they should be located so consumers reach the garbage can before reaching the plastic film recycling bin to avoid contamination.
- Check with buyers of plastic film, or end users, since some provide bins to retailers.
- Bin openings need to be sufficiently wide enough to capture a bag full of material.
- Bins should be large enough to allow for multiple deposits of material without restricting valuable floor space;
- Bins should be inviting and easy to find and well-signed.
- Bins do not need to be expensive. Your in-house supply team might be able to find inexpensive options.

Collection

Manufacturers of collection bins

Courtesy of



Collection

Estimates - check with seller for current pricing

<p>RECOMMENDED BY HOW2RECYCLE</p> <p>Nashville Displays</p>	<p>Customizable</p> <p>Contact for pricing See pg 11 for signage</p>	
<p>Corrugated Plastics</p> <p>NOTE: Customary bin used for years with defacto messaging for "bags only" (discouraged)</p>	<p>Blank, can be printed.</p> <p>\$30 each</p>	
<p>Kettle Creek Corp.</p> <p>Clear PET</p> <p>NOTE: More economical version of preferred Glasdon bin (see next page)</p>	<p>Clear, plastic top \$89</p> <p>Metal top, \$176</p>	
<p>Recyclingbin.com</p> <p>Hexcycle</p> <p>A-Bin</p>	<p>Green, printed 40x18 \$48</p> <p>Gray, printed also available 40x17.5x17.5 \$64</p>	

Manufacturers of collection bins

Courtesy of



Collection

<p>Glasdon.com</p> <p>NOTE: Considered most effective because they have the capacity to hold significantly more material than traditional bins, contamination can be easily identified, and signage is easily viewed and applied.</p>	<p>Clear, colored top</p> <p>50 Gallon</p> <p>\$220 (Available through rebate program from recycler)</p>	
<p>Trash Cans Unlimited</p> <p>Open Top Recycling Container</p> <p>NOTE: Difficult to view contamination; more effective for established collection programs.</p>	<p>Green, blue or black, Signage "plastic" or "plastic bags"</p> <p>\$174</p>	
<p>Poly Wrap Recycling</p> <p>Rack 'N Pak Polywap</p>	<p>Yellow frame rack Roughly \$100, includes poster and case of vented bags</p>	
<p>Waste Wise</p> <p>Plastic Lumber Recycling Bins</p>	<p>Call for a quote</p>	

Try also: [NexTrex](#), [Novolex](#)

Collection bin signage

Courtesy of



This design is recommended by How2Recycle.



Click below for design files:

Front & rear of bin ([.pdf](#), [.indd](#))

Side of bin ([.pdf](#), [.indd](#))

Top of bin ([.pdf](#), [.indd](#))

Recycling icons ([.ai](#))

Collection

Collection bin signage

Courtesy of



This poster is designed to go on or above your film recycling collection bin. Clear messages plus images have been found to be the most effective way to increase film recycling without increasing contamination.

Click [here](#) for downloadable poster.

Collection

Collection bin signage

Courtesy of



Click [here](#) for customizable downloadable posters.

Collection

Additional collection promotion

Courtesy of



WRAP Counter Signage

The counter signage is a visible reminder to retail customers about recycling their household film packaging using at-store collection bins.



WRAP Tip Card

This tip card is used by partners to spread the word. It is easy to hand out with receipts or use as a bag stuffer.



Collection

For both, click [here](#)

Best practices for collection - in store

Courtesy of



The following 4 points can help make your program successful.

1. Educate all levels of store staff about the program.

Your staff lives in the community you serve. It is important to the success of the program that they are aware of and understand the specifics and value of the program to answer customer questions. Discuss the program during huddles/meetings, post information in break rooms, stress the added benefits to the customer and the environment, and how sales will increase with the additional foot traffic. *Misinformation may leave customers frustrated by the process, so encourage employees to double check information if they are unsure of the answer.* Encourage staff to own the program!

Collection

Best practices for collection - in store

Courtesy of



2. Make recycling bins readily accessible to customers.

Your lobby is the first impression your store gives your customers. Adding these bins should be a source of pride. As merchandisers, you understand the importance of good signage and well-maintained appearances. Following are some tips to help ensure your bins/signage make a good impression on your customers:

- Place recycling bins as close as possible to the front of your store in an obvious location that is protected from rain or snow.
- Make sure recycling bins are not blocked by carts or placed under other materials
- Hang all signage that can accompany the recycling bins close by. It is good practice to have employees who empty the bins verify that the signage is facing toward customers (especially on a circular bin). Replace the signage if it is defaced or torn.
- Service bins on a regular schedule and consider keeping extra collection bags in the bottom of the bins.

Collection

Best practices for collection - in store

Courtesy of



3. Quality is key!

Please try to keep the recycling bins away from in-store “trash” sources like sanitizer wipe dispensers or coupon/flyer stands.

Place a garbage can near these sources to help reduce contamination in the recycling bins. The key to any recycling program is keeping the material clean and free of contaminants.

Best practices for collection - in store

Courtesy of



4. Understand what can go in the Store Drop-Off bin and include in your signage accordingly.

In addition to grocery bags, below are examples of plastic film packaging that can go in your front of house (FOH) bins.

However, unless they have the How2Recycle label (see below), the following materials should NOT go in the recycling bin:

- crinkly or stiff plastics like candy bar wrappers or bottles
- frozen food or salad mix bags
- floral wrap
- chip bags or pet food bags



Collection

Best practices for collection - online

It is critical that retailers provide accurate information online about Store Drop-Off collection. Once consumers see the Store Drop-Off label, it is important they are able to go online to see if their local store accepts the packaging.

There are two key places that retailers should provide information online to consumers about Store Drop-Off:



Store Drop-Off directory



NEW! Recycling information in Google Maps

Collection

The following pages provide specific best practices for keeping these listings current.

Best practices for collection - online

How do consumers find a place to recycle via Store Drop-Off? They visit plasticfilmrecycling.org.

Retailers: it is critical to keep your store listings current. Why is this so critical?

Courtesy of



STINA™

You searched for: 37069 Total results returned: 139

Pages: 1 2 3 4 5 6

Publix 2020 Fieldstone Pkwy Franklin, TN (615) 599-1825	4.12 miles
Kroger 8141 State Highway 100 Nashville, TN (615) 662-8885	6.91 miles
Harris Teeter 411 Whitman Rd Franklin, TN (615) 762-4000	6.95 miles
Kroger 411 Whitman Road Franklin, TN (615) 762-4000	6.95 miles
Kroger 595 Hillsboro Rd Ste 305 Franklin, TN (615) 762-4000	7.27 miles
Kroger 7087 U.S. 70S Bellevue, TN (615) 662-1330	9.1 miles
Kroger 7087 Highway 70 S Bellevue, TN (615) 762-4000	9.1 miles
Target 1701 Galleria Blvd Franklin, TN (615) 771-2093	9.59 miles
Kroger 2020 Mallory Ln Franklin, TN (615) 762-4000	9.91 miles
Publix 8028 Highway 100 Nashville, TN	10.07 miles

1. Keeping the directory updated builds **goodwill with consumers** when they believe that the directory has accurate information about stores with bins.
2. The store lists that we update regularly **give us confidence to send a consumer to specific chains in their area** if they contact us for help.
3. There were about **2.4 MILLION searches of the directory in 2020** so we know consumers are actively looking for locations in their areas to recycle this material. Accurate listings direct them to the right stores the first time they search.

Collection

Best practices for collection - online

Courtesy of



Retailers: update your directory listings at regular intervals (recommended 1x per year or more frequently). Simply:

- Add new locations (new stores, or stores that are newly collecting SDO)
- Remove old or changed locations (stores that are no longer yours, or those that no longer collect SDO)

To update your listings, fill out the template Excel sheet linked below and send to tonya@stinainc.com. The most important piece is to have the addresses broken up in columns to be able to add to the database. *This will directly send foot traffic (2.4m and growing!) to your stores.*

	A	B	C	D	E	F	G
1	Details in Highlighted Columns are Required						
2	Store Name	Street Address	City	State	Zip Code	Phone Number	Webpage with Rec available
3	ex. SuperMarket Foods	123 Main St	Somewhere	NC	12345	123 456 7890	
4							
5							
6							

Update your listings with [this file](#) and then email to tonya@stinainc.com.

Collection

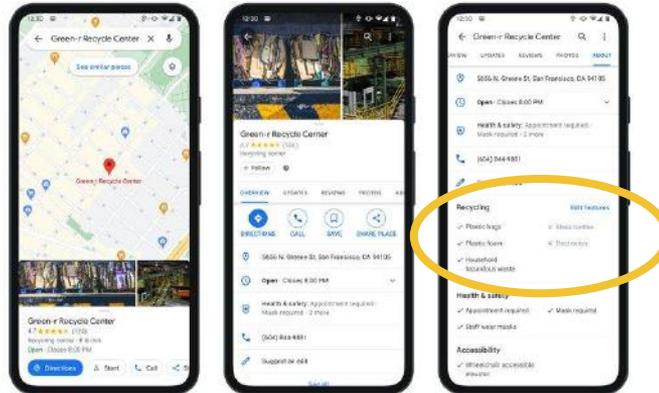
Best practices for collection - online

Courtesy of



NEW: Google has [recently developed](#) new functionality to include drop-off recycling information on your Business Profiles in Google Maps. How2Recycle strongly recommends retailers add Store Drop-Off collection information to their profiles. There are two approaches retailers may take to update their listings to showcase Store Drop-Off recycling:

- If you manage your own listings: access [this public help center article](#) to update your Business Profile.
- If a 3rd party manages your listings: ask your Business Profile management agencies to update your listings for you.
- If you have any feedback on the new feature, you can fill out [this form](#).



How to join the WRAP program

Courtesy of



The objective of WRAP: Reduce Plastic Film Waste & Increase Recycling

Grocery/retail stores use a substantial amount of plastic bags and film packaging to safely transport and protect products, both in the front and back of stores. These stores are facing increasing pressure to restrict use of this packaging, primarily due to low recycling rates and concerns over widespread marine litter. By participating in WRAP, grocers/retailers have an opportunity to capture their plastic bags and film packaging for recycling, which can reduce plastic waste from stores.

What is WRAP?

The Wrap Recycling Action Program (WRAP) is a national public awareness program focused on capturing consumers' plastic (polyethylene) film packaging for recycling through retail collection sites. It also helps to facilitate the increased use of post-consumer recyclable (PCR) film in packaging and other products. Retailers can play a vital role in this process.

How do Retailers Participate?

Using warehouse returns (reverse logistics), retailers can capture pallet wrap/film from the back of their stores (BOH) and offer a similar service in the front of the store (FOH) for their valued customers.

The FOH process is simple: By providing accessible collection bins for consumers to recycle their plastic bags, wraps and other household film packaging in a responsible manner and by keeping the collection area organized and well-signed. Retailers can benefit from these programs by creating additional foot traffic, community goodwill, taking a significant step to reduce landfill material and your company's overall waste removal costs.

Collection

How to join the WRAP program

Courtesy of



Sign up [here](#). There are different levels of WRAP engagement available that include the following activities:

- Educate employees about the program to help maintain the bins and answer customers questions.
- Use good signage and place bins in convenient locations to educate customers about recycling their plastic film beyond bags.
- Regularly provide a list of stores locations to the Drop-Off Directory administrators.
- Work with your vendors to incorporate post-consumer recycled film in products your business or customers buy—*see more information on how to support demand*.
- Work with local government, non-profits, or other groups to promote your plastic film recycling programs.

As a WRAP 2.0 Partner, your company can be recognized in a number of ways, including: being featured on our resource website plasticfilmrecycling.org, the consumer [Store Drop-off Directory](#), through special awards and other promotional media (e.g., articles, newsletters, social media, etc.).

Questions? Contact: shari_jackson@americanchemistry.com

Reprocessing

CONTENTS

- **How to get a Store Drop-Off label**
- **Link to the report for Future of Store Drop-Off Recyclability**

How to get a Store Drop-Off label



Does your package qualify for the Store Drop-Off label?

Does it require testing to see if it's compatible with the Store Drop-Off stream?

Follow these steps:

- 1) **Join the How2Recycle program!** Reach out to how2recycle@greenblue.org to get set up with membership.
- 2) **Submit a new label request on the How2Recycle Member Platform.**

Reprocessing

In-depth technical report on Store Drop-Off

Explores packaging design issues



[Read in-depth technical report here](#)

Reprocessing

End Markets

CONTENTS

- **Join APR Demand Champions**
- **Buy recycled materials**
 - PCR products database
 - Buy Recycled database
- **Join WRAP 2.0**
- **Link to Design for Recycled Content Guide**

Buy recycled materials

There is a need for stronger end markets for Store Drop-Off recycling. Shifting export conditions and other factors make this stream more fragile than other more mature recycling streams. Recycling streams are healthier when more recyclers are competing for the material and demand is strong.

As producers of this material, retailers should support the end markets for it. Retailers can buy a wide variety of products made from recycled content—you don't just have to think about how to get recycled content back into your packaging. It's good to support end markets for recycled polyethylene from Store Drop-Off, but supporting end markets for any materials helps. Consider sourcing the following items from recycled materials:

- On-site outdoor: walkways, cafe tables, benches, planters, trash bags
- Customer-facing: shopping bags, private label packaging, take-out hot/cold food packaging, trash bins, recycling bins
- Back of house & distribution centers: safety vests, pallets, gaylord liners, trash bags
- Corporate offices: carpet, office chairs

End Markets

Buy recycled materials

Courtesy of



- [Link](#) to APR PCR products database
 - Includes supplier list for a wide variety of products such as pallets, crates, recycling bins, and outdoor products.

End Markets

Buy recycled materials

Courtesy of



Because you care.

- [Link](#) to Buy Recycled database
 - Includes wide variety of consumer-facing products made of recycled materials. The Buy Recycled Performance Meter gives you a snapshot of what percentage of the product or the products packaging is made from recycled content, what type of plastic resin was used and whether the product has received third party Recycled Content Certification.

End Markets

Join APR Demand Champions

Courtesy of



This intent of this [program](#) is two-fold: to drive end-market demand for PCR and to recognize companies for their increased investment in PCR-containing products.

Simple steps involved:

STEP 1: Sign the Commitment Letter.

STEP 2: Purchase PCR-containing items

STEP 3: Report your progress.

STEP 4: Be recognized for your commitment to supporting end-market demand.

[Link](#) to register for APR Demand Champions

End Markets

Join WRAP 2.0

Courtesy of



Boost Plastic Film Recycling by Supporting Demand for Recycled Products

WRAP has evolved. It's more than just a public education initiative to increase collection of polyethylene (PE) film for recycling. Retailers play an important role in this area: they can support more markets for recycled PE film by promoting and using products made with this material.

Become a WRAP 2.0 Partner by undertaking any of the following "Buy Recycled" options to support demand:

1. Promoting products on your shelves that are made with PCR to help your customers understand how these products complete the recycling chain. For example, this could include end cap displays, like those that signify "organic" or "gluten-free," but for products that contain recycled content.
2. Increasing the number of products available for purchase that contain PCR.
3. Becoming an Association of Plastic Recyclers Demand Champion by committing to using PCR PE in:
 - Back-of-house products like pallets or crates (work in process) or other items like can liners and recycling bins (operations).
 - Private label packages or carryout bags; or
 - Use new [APR Buy Recycled Products Guide](#)

End Markets

Design packaging with recycled content



Explore the following issues for each material:

- Supply & demand
- Cost
- Processing
- Performance
- Aesthetics

Access this in-depth technical resource [here](#).

End Markets

Consumer engagement

CONTENTS

- Add the How2Recycle Store Drop-Off label to your private label packaging
- Engaging national brands
- Coming soon: WRAP social media kit

Add the Store Drop-Off label to your private brand packaging

[Join](#) the How2Recycle program!

Reach out to how2recycle@greenblue.org to get set up with membership.

The labeling process is easy. Request labels on our Member Platform. We recommend retailers consider labeling the following easy items for Store Drop-Off first:

- Shopping bags
- Produce bags
- Cases of drinks
- Paper products



Consumer Engagement

Engaging national brands

Encourage the brands that sell at your store to use the Store Drop-Off label so that your private brand packaging and theirs provides a consistent recycling labeling experience for your customers.

You could do this by:

- Informing your buyers/merchants about the How2Recycle program and have them discuss the benefits of labeling with brands
- Incorporate the use of the How2Recycle label in your brand/supplier metrics (for example, sustainability scorecards)
- Include How2Recycle in your packaging guidelines and recommendations to the brands that sell at your store
- Collaborate on in-store or digital marketing campaigns related to the Store Drop-Off label

Coming soon: WRAP social media toolkit

This toolkit will provide sample social media copy (FB, Twitter, etc) for retailers to use in campaigns, in addition to limited paid advertising.



**WRAP Social Media Toolkit -
Under Development**



Consumer Engagement

Contact: shari_jackson@americanchemistry.com

Beyond Store Drop-Off

CONTENTS

- The importance of looking beyond SDO
- How2Recycle Guide to Future Recyclability
- SPC Collaboratives
- SPC virtual event library on the future of films

The importance of looking beyond Store Drop-Off

The ability of the Store Drop-off stream to alleviate the packaging industry's end-of-life challenges with flexible packaging is limited long term.

Like all recycling streams, market volatility in the global commodities context is a challenge. But for Store Drop-off in particular, the demand for the material, its current recycling rates, and the challenges inherent in Store Drop-off collection (consumer convenience, reliance on retailer participation), along with the enormous volumes of flexible packaging that are being produced, suggest that its long term potential for all or most flexible packaging is insufficient to meet recovery needs. Accordingly, How2Recycle recommends that brands, packaging producers and resin manufacturers critically analyze what wide-reaching collection, sortation, reprocessing and market mechanisms and investments are required to scale recyclability of flexible packaging for the far future.

See the [How2Recycle Guide to Future Recyclability](#) for more insight... (next page)

Beyond

Reference: the Guide to Future Recyclability

See Section “Far
Future...” for
frameworks to
think about
flexibles



[how2recycle.info/futureguide](https://www.how2recycle.info/futureguide)

Beyond

Reference: Recyclability Insights

See Section
“Insights on ...
plastic
packaging”



how2recycle.info/insights

Beyond

Get involved in SPC Collaboratives



SUSTAINABLE PACKAGING
COALITION®



Multi-Material Flexible Packaging Recovery Collaborative

This Collaborative's studies sustainable end-of-life solutions for multi-laminate flexible packaging.

Contact

karen.hagerman@greenblue.org

Beyond

Learn about film packaging from SPC virtual events



SUSTAINABLE PACKAGING
COALITION®

Beyond

Virtual Events Library

Lots of relevant content,
including:

The Future of Flexible Packaging
Designing Flexible Packaging for the Future of Recycling
The Future of Store Drop-Off Recyclability

Plus, you can email lucy.pierce@greenblue.org for a recording of the SPC Retailer Roundtable from Jan 2021 about strengthening Store Drop-Off strategies.