



NEWS RELEASE

FOR IMMEDIATE RELEASE
July 24, 2008

Contacts: ABA Press Office
(202) 463-6770

BEVERAGE INDUSTRY GOING FULL CIRCLE WITH CONTAINER RECYCLING

Comprehensive plan makes it easier for consumers to recycle and improve the environment

WASHINGTON, D.C. – The American Beverage Association revealed today industry plans for a comprehensive program to reinvigorate recycling across the country by taking steps to make it easier for consumers to recycle containers and improve the environment by doing so. The recycling initiative is being spearheaded by America’s leading non-alcoholic beverage companies.

The beverage industry’s Full Circle Plan will help provide for sustainable container recycling in three ways: 1.) Using 100 percent recyclable containers for its beverages; 2.) Supporting community programs that make recycling more convenient for consumers; 3.) Creating sophisticated marketing campaigns to encourage consumers to recycle.

“By recycling, you bring beverage containers full circle,” said Susan Neely, president and CEO of the American Beverage Association. “Our containers are 100 percent recyclable, and every container can be made into a new product. This reduces the amount of resources used to make consumer products and the amount of material going into landfills. It’s a win-win situation for all of us. We can reduce our environmental impact one can or bottle at a time.”

Ms. Neely unveiled the framework of the Full Circle Plan during the National Conference of State Legislatures 2008 Legislative Summit in New Orleans. ABA also provided the recycling bins for the convention center hosting the NCSL Summit.

The goal of Full Circle is to reinvigorate recycling in a practical and sustainable manner. The industry is taking bold, meaningful steps that collectively will make it more convenient for consumers to recycle as well as provide them motivation to do so.

Recycling cans and bottles brings those containers “full circle” as they are used to make new products. Recycled PET plastic bottles and aluminum cans are in high demand. PET is used to make winter jackets, carpeting, flooring, clothing, new plastic containers and other consumer products. Aluminum cans are in high demand for making products such as new cans and other consumer goods as well.

-MORE-

FULL CIRCLE/ADD ONE

Thus recycling reduces materials going into landfills and natural resources needed to make new products. Recycling containers also reduces greenhouse emissions. The recycling of carbonated soft drink containers in 2006 saved the equivalent of 6.9 million metric tons of CO² emissions – the same as taking 1.5 million cars off the road, according to an analysis of industry beverage data using the Environmental Protection Agency’s WARM model.

“By industry doing its part, we’re making it easier and more enticing for consumers to recycle,” Ms. Neely said. “We want to help make recycling more convenient for consumers and help them understand that they can make a real difference. The more we improve recycling together, the more we improve and protect the environment.”

While components of the Full Circle plan are still being finalized, the structure of the plan is in place with implementation slated to begin later this year.

Innovate: Using 100 percent recyclable containers for our beverages.

This is an important and essential first step – as our containers can be readily recycled. In fact, the beverage industry is one of the few consumer products industries that make fully recyclable packages.

Our industry continues to innovate with its packaging as well, developing new ways to use less materials in its bottles and cans (light-weighting) and use more recycled materials in new plastic bottles and cans. These are just the latest examples in a long-standing industry effort to improve its packaging. The industry now delivers a liter of carbonated beverage using 56 percent less packaging than in 1990 - an improved efficiency that prevented 2.4 million tons of waste last year alone. Industry is actively working to become even more efficient in the future.

After all, the less materials and resources industry uses, the better for the environment and the bottom line.

Activate: Supporting community programs that make recycling more convenient for consumers.

An essential component to improving recycling is to make it easier for consumers to participate. Strong curbside recycling programs that collect recyclables alongside traditional waste collection at homes are proven, effective ways to garner greater participation by consumers. The typical consumer doesn’t want the inconvenience of having to haul their recyclables across town. Single-stream curbside recycling is particularly efficient in that it captures more recyclables by making it more convenient for consumers to mix different recyclable products in a larger bin.

Thus, the beverage industry is supporting community recycling programs that provide a better way for increasing participation. Industry began by recently supporting a pilot program in the city of Hartford, Conn., with the leadership of Mayor Eddie Perez and partnership of the

-MORE-

FULL CIRCLE/ADD TWO

National Recycling Coalition. This new program already is garnering more recycling partners and resources for the city, as well as reinvigorating interest in recycling by city residents.

The ABA plans to continue its support of community recycling programs, expanding its outreach to more communities this year yet. Most importantly, ABA wants to take the lessons learned and breadth of experiences from these communities to create a Recycling Best Practices website or toolkit that will serve as a step-by-step resource for other communities looking to improve their current curbside recycling programs or start a new curbside program.

Motivate: Creating sophisticated marketing campaigns that will encourage consumers to recycle.

Industry rounds out its comprehensive plan by giving consumers a motivational push to drop that fully recyclable container in the recycle bin.

Our industry's leading beverage companies will put their innovative and renowned marketing skills to work developing campaigns that encourage consumers to recycle. Each company will do so within the context of their own marketing strategies, but collectively the campaign will have an impact similar to well-known and successful public service campaigns.

Companies will draw from their arsenal of marketing activities – ranging from traditional advertising to websites and digital media to in-store marketing, as well as their own packaging – to deliver messages motivating consumers to recycle.

“It will be exciting to see our companies put their creative energy to work on recycling for the benefit of the environment,” Ms Neely said. “Stay tuned. We’re enthusiastic about the impact Full Circle will have on recycling and the environment once it is off the ground in the coming months.”

“No industry is doing more to reinvigorate recycling than the beverage industry,” Neely added. “We hope our ambitious plan encourages other industries to join the effort, so we can capture all recyclable products and make an even greater impact on the environment.”

#

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States.

