



PRESS RELEASE

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Plastics Industry Association (PLASTICS) Launches Flexible Film Recycling Alliance to Improve Recycling Rates, Access, and Education

Washington D.C.— The [Plastics Industry Association \(PLASTICS\)](#) has announced the Flexible Film Recycling Alliance (FFRA), a new initiative to educate the public on the sustainability and recyclability of flexible plastic film products in the United States. FFRA was created to improve the recycling of flexible film products by working to accelerate recycling rates, access, and education.

At a time when many Americans express a lack of confidence regarding how and where to recycle flexibles, the Flexible Film Recycling Alliance will convene industry representatives from across the flexible film supply chain to develop solutions to address the challenges surrounding the recycling of flexible films and bags. The alliance will prioritize the following key initiatives:

- Operation of a best-in-class plastic film recycling directory for use by both consumers and industry.
- Consumer education that provides information outlining the best ways to effectively recycle flexible plastic film products.
- Promotion of the most responsible uses and recycling methods for flexible plastic film products.
- Amplification of programming to inform both consumers and policymakers of the sustainability benefits of flexible plastic film products.

“FFRA includes collaborators from across the plastics supply chain and builds off PLASTICS’ successes, including [Recycling is Real](#) and [Operation Clean Sweep](#),” said PLASTICS President and CEO Matt Seaholm. “We’re excited to continue to lead the effort to promote the sustainability and recyclability of plastics.”

"Our first priority for the Flexible Film Recycling Alliance is to ensure that consumers know where to recycle and feel confident that the materials they correctly dispose of are recycled into new products," said Patrick Krieger, Vice President of Sustainability at PLASTICS. "To that purpose, we are excited to create a modern recycling directory with new functionality."

"The Flexible Packaging Association is excited to belong to the FFRA, a coalition that will focus on flexible film recycling store drop-off programs, including a much-needed sustainable solution to enable consumers to quickly and accurately find the stores that participate," said Alison Keane, President and CEO of the Flexible Packaging Association. "Consumer education will also be key and with this type of supply chain collaboration, we will be able to make the necessary impact required to promote this valuable collection system."

FFRA members will include representatives from the full plastics supply chain, as well as like-minded organizations and associations. Parties interested in learning more about FFRA may contact: KFisher@plasticsindustry.org

The PLASTICS Industry Association is the only organization that supports the entire plastics supply chain, including Equipment Suppliers, Material Suppliers, Processors, and Recyclers, representing over one million workers in our \$548 billion U.S. industry. PLASTICS advances the priorities of our members who are dedicated to investing in technologies that improve capabilities and advances in recycling and sustainability and providing essential products that allow for the protection and safety of our lives. Since 1937, PLASTICS has been working to make its members, and the seventh largest U.S. manufacturing industry, more globally competitive while supporting circularity through educational initiatives, industry-leading insights and events, convening opportunities and policy advocacy, including the largest plastics trade show in the Americas, [NPE2024: The Plastics Show](#).

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