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FPA Supports Launch of Flexible Film Recycling Alliance's (FFRA) Plastic Film Recycling Directory
The directory facilitates the collection and recycling of flexible film materials

Annapolis, MD, January 17, 2025 – The Flexible Packaging Association (FPA), the leading advocate and voice for the growing U.S. flexible packaging industry, proudly announces its support for the [Flexible Film Recycling Alliance \(FFRA\)](#)'s new [Plastic Film Recycling Directory](#). This valuable resource is designed to facilitate the collection and recycling of flexible film materials.

The directory serves as a vital tool for businesses, municipalities, and consumers by helping them identify recycling programs, facilities, and partners that accept flexible film materials, including plastic bags, wraps, and other polyethylene films.

An initiative of the [Plastics Industry Association](#), FFRA is committed to advancing the recycling of flexible plastic films. Their goal is to increase recycling rates by improving education, expanding access to recycling, and building consumer confidence. As part of the Alliance, FPA reinforces its dedication to sustainability, collaboration, and the promotion of a circular economy.

"As an association dedicated to advancing the sustainability benefits of flexible films and expanding recycling opportunities, FPA is proud to support the launch of the FFRA Plastic Film Recycling Directory," said Dan Felton, FPA President & CEO. "This resource represents a major step forward in enhancing recycling access and advancing a more circular economy for flexible films."

"The Flexible Film Recycling Alliance is excited to launch its Plastic Film Recycling Directory," said Patrick Krieger, Senior Vice President of Sustainability at the Plastics Industry Association (PLASTICS). "FFRA's priorities include ensuring consumers know where to recycle plastic film and feel confident that their materials are being properly recycled. This directory is an essential step toward increasing plastic film recycling rates across America, and FPA's involvement underscores the importance of collaboration in achieving this goal."

Retailers and recycling depots collecting plastic film are encouraged to join the directory. For inclusion, contact Kurt Kurzawa at kkurzawa@plasticsindustry.org. For more information, visit the [directory's website](#).

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About the Flexible Packaging Association (FPA)

The [Flexible Packaging Association](#) is the voice of the U.S. manufacturers of flexible packaging and their suppliers. The association's mission is connecting, advancing, and leading the flexible packaging industry. Flexible packaging represents over \$42 billion in annual sales in the U.S. and is the second-largest and one of the fastest-growing segments of the packaging industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products.

About the Plastics Industry Association (PLASTICS)

The [Plastics Industry Association \(PLASTICS\)](#) 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 \$519 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 eighth 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, [NPE: The Plastics Show](#).