



**FOR IMMEDIATE RELEASE
NEWS RELEASE**

For more information, contact:

Lauren A. Kinard
Communication Manager, Flexible Packaging Association
(410) 694-0800, lkinard@flexpack.org

Albe Zakes
Global VP, Media Relations, TerraCycle
(609) 393-4252 ext. 3701, albe@terracycle.net

FPA Says Thank You to TerraCycle

For Donating Post Consumer Waste to Flexible Packaging Resource Recovery Pilot Program

Linthicum, MD: August 22, 2011 – The Flexible Packaging Association is conducting studies to identify and evaluate the capabilities of various resource recovery technologies for flexible packaging waste. The studies include pilot trials of new technologies including, microwave pyrolysis, gasification, thermal pyrolysis, and engineered solid fuel. One of the challenges in conducting the pilots is the collection of post-consumer flexible packaging waste. TerraCycle, based in Trenton, NJ helped FPA meet this challenge by contributing 2000 pounds of post-consumer waste, which enabled FPA to run the pilots.

Although TerraCycle's processes include upcycling and mechanical recycling, the company provided the materials to FPA because both organizations share a common goal of diverting waste from landfills. The waste materials included an assortment of EVOH, foil, PE, PP and PET that were used as feedstock in the FPA Flexible Packaging Resource Recovery Pilot Program.

"FPA greatly appreciates TerraCycle's contribution to this important industry research project. Through the Flexible Packaging Waste Resource Recovery Pilot Program, FPA is evaluating the end-of-life options for difficult-to-recycle flexible packaging waste. The emerging resource recovery technologies are proving to be very effective in converting the flexible packaging materials into industrial wax, diesel fuel and other materials which can be utilized as energy." commented Marla Donahue, FPA president.

The technologies, identified in a study conducted for FPA by Columbia University Earth Engineering Department, include those used by Agilyx, Dongara, Envion, and Climax Global Energy. The initial phase of the FPA pilots used pre-consumer flexible packaging scrape, contributed by FPA members, as a proxy for pre-consumer waste.

Once the technologies were proven to be viable with pre-consumer materials, the second phase of pilots, also conducted by Agilyx, Climax Global Energy, and Dongara, incorporated the post consumer flexible packaging waste contributed by TerraCycle. FPA will publish a full report on the resource recovery project this fall.



About TerraCycle

TerraCycle, Incorporated is an international upcycling and recycling company that takes difficult-to recycle-packaging and turns it into innovative products. Founded in 2001, TerraCycle works with over 30 major brands in the U.S. (and in a growing number of other countries) to collect used packaging and products and repurposes that waste into new innovative materials and products that are available online and through major retailers. The waste is collected through TerraCycle's Brigade programs, and the shipping cost of collected materials is borne by consumer packaged goods companies. For information on how to join a TerraCycle Brigade and on purchasing TerraCycle products please visit www.terracycle.net.

About the Flexible Packaging Association

The Flexible Packaging Association is the National association of manufacturers of flexible packaging sold to end- users or distributors for packaging purposes; and material or equipment suppliers to the flexible 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. FPA has served as the voice of the flexible packaging industry in the United States since 1950.

FPA