



# **NEW UNITED RESOURCE RECOVERY CORPORATION**

**Bottles to Bin and Back Again**

**Boosting Recycling in MS**

**Mississippi Recycling Workshops**

**5/18,19 & 20/2010**



- Our Joint venture will build the largest PET Bottle to Bottle Recycling plant in the World – 100MM pound capacity
- As importantly Coca-Cola has committed to build the recycling infrastructure to recover the equivalent of all of their packaging materials.

# Understand The Sustainability Factor

- There is a sea change in attitudes to create a more sustainable world.
  - Wal-Mart
  - Energy availability
  - Global warming
  - Carbon foot print
  - Scarce commodities
  - Pressures from Global Growth

# What does This Mean to You ?

- In total and every case the most frequently mentioned answer is **RECYCLING**.
- This puts you at the Front Line
  - You will see increasing demand
  - You will see increasing Value
  - You will have to deliver

**Prepare now – glad you're here!**

# The Market Supply Situation

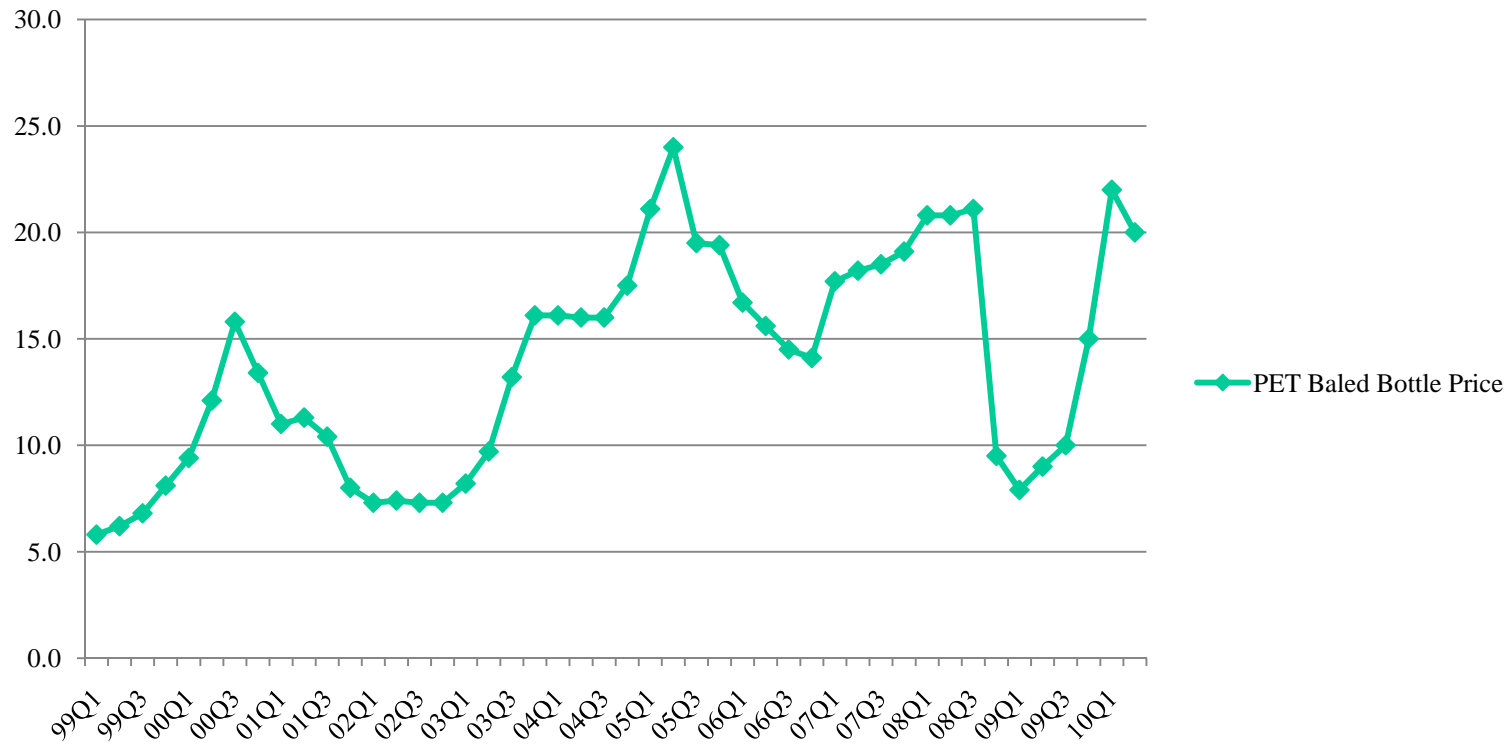
- PET baled bottle supply is not keeping up with Market demand
  - **Current Capacity** to recycle PET is 847 million pounds
  - Approximately 300 million pounds of new capacity will be online by Q1 2011
  - **PET bales collected** in 2008 - 1,451 mm pounds
  - 794 mm pounds exported
  - 615 mm pounds for US Reclaimers
  - 42 mm pounds are a component of mixed bales

# Understanding Pricing

- Recycling is a substitution business.
  - The commodity cannot sustain net pricing different from the next choice for long.
- Recycling is a matter of freight.
  - Proximity to market and full loads matter.
- Recycling is not the trash business
  - Quality in terms of Yield is money

# The Trend is Your Friend

## PET Baled Bottle Price



# Understanding Your Market

- Understand the economics of recycling as your municipality or county does.
- If you use a middleman understand if he/she provides value.
- Meet your recycled plastics processors to help you make the case to expand markets and improve value.

Find Them at [www.plasticsrecycling.org](http://www.plasticsrecycling.org)

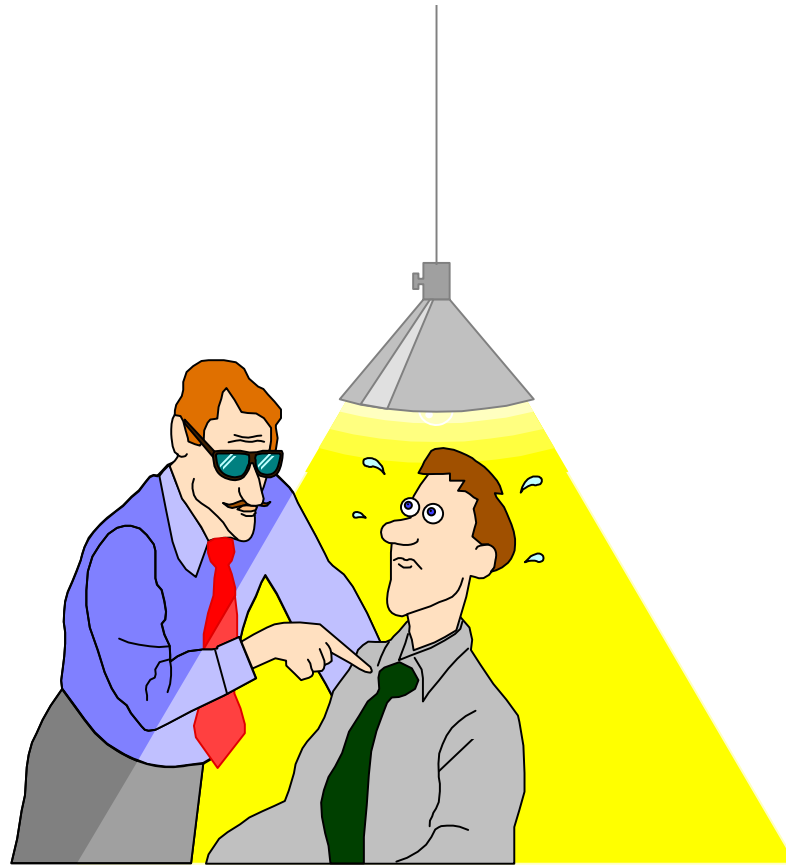
# Understand How to Drive Supply

- SMART legislation – Save Money And Recycle Trash ( aka PAYT)
- Tipping fees to fund infrastructure
- Contact Recycle Bank to drive curbside participation.
- Develop Grass Roots Support (such as the SERDC) to drive incentive based programs

# End Use Demand

- Bottle to Bottle demand is extremely strong.
- Thermoform industry has very strong demand for FDA PCR
- Domestic Fiber demand may start to strengthen due to the demand by major retailers for PCR content.

# Questions?



# Contact Information

Steve Carreras

scarreras@urrc.net

864-574-0904 ext 2127