Tools to Understand the Industry:

Mapping the Demand for Recycled Content

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SERDC SPONSOR LEVEL MEMBERS
Together we can boost recycling in the Southeast.
SERDC Efforts

- Identify the demand and its economic impact
- Communicate it to elected decision makers
- Articles and tools for local coordinators
- Build partnerships
- Technical assistance
- Special events
- Biennial Summit

SERDC.org
Importance of Mapping Demand for Recycled Material

- Existing Infrastructure
- Transportation Network
- Commodity Specific Zones
- Strong Demand in the Southeast
- Identify Areas for Growth

SERDC
Southeast Recycling Development Council
Project Protocol for Existing & New Locations

- Hoover’s Database
- Commodity Specific Groups
- State Specific Resources
  Chamber of Commerce & Economic Development Departments
- News Alerts, Industry Publications,
  Direct Industry Contacts
- General Internet Research
Challenges & Opportunities

- Lack of comprehensive directories
- Privately held company details
- Changing products lines
- Demand from customers is key
- Working together with states
- Recycling’s impact is greater than most people think

SERDC
Southeast Recycling Development Council
SERDC homepage -> Resources -> Maps of Recycling in the SE
Specific Features for Each Location

- Recyclable Commodity Used
- Type of Manufactured Products
- Estimated Annual Sales & Employment Figures
- 2010 vs 2016 Entry
- Google generated photo of location, if available

KW Plastics, Recycling Division
279 Pike County Lake Road
Troy, AL 36081
Commodity: Plastics
Manufactured Products: HDPE Pellet, Paint Cans
Annual Sales: $24,100,000
Total Employees: 195
New entry from 2016 or updated from 2010: Updated from 2010
Southeastern State: AL
Sort by Multiple Filters

- Click on one or more filter option to narrow down your search
- Example here is for plastics AND employment between 45-106
Using Search Field to Find Locations

Caraustrat
- Austell Boxboard Mill # 1
  (Company Name)
- Austell Boxboard Mill # 2
  (Company Name)
- Carotell Paperboard
  (Company Name)
- The Newark Group (ultimate parent is Caraustrat)
  (Company Name)
- Caraustrat (Company Name)

http://www.caraustrat.com/locations.aspx
## Strong Presence of Manufacturers Demanding Recyclable Feedstock in 2016

<table>
<thead>
<tr>
<th>State</th>
<th>Manufacturers</th>
<th>Jobs</th>
<th>Annual Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>42</td>
<td>17,350</td>
<td>$7.8 billion</td>
</tr>
<tr>
<td>Arkansas</td>
<td>12</td>
<td>5,420</td>
<td>$1.6 billion</td>
</tr>
<tr>
<td>Florida</td>
<td>23</td>
<td>4,556</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Georgia</td>
<td>46</td>
<td>13,413</td>
<td>$7.2 billion</td>
</tr>
<tr>
<td>Kentucky</td>
<td>38</td>
<td>10,746</td>
<td>$4.1 billion</td>
</tr>
<tr>
<td>Louisiana</td>
<td>13</td>
<td>4,887</td>
<td>$1.1 billion</td>
</tr>
<tr>
<td>Mississippi</td>
<td>11</td>
<td>1,971</td>
<td>$1.9 billion</td>
</tr>
<tr>
<td>North Carolina</td>
<td>61</td>
<td>14,547</td>
<td>$4.1 billion</td>
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<tr>
<td>South Carolina</td>
<td>47</td>
<td>10,442</td>
<td>$5.2 billion</td>
</tr>
<tr>
<td>Tennessee</td>
<td>39</td>
<td>8,180</td>
<td>$4.3 billion</td>
</tr>
<tr>
<td>Virginia</td>
<td>18</td>
<td>7,059</td>
<td>$2.8 billion</td>
</tr>
<tr>
<td><strong>Region Totals</strong></td>
<td><strong>350</strong></td>
<td><strong>98,571</strong></td>
<td><strong>$41.2 billion</strong></td>
</tr>
<tr>
<td><strong>Growth from 2010</strong></td>
<td><strong>70%</strong></td>
<td><strong>107%</strong></td>
<td><strong>40%</strong></td>
</tr>
</tbody>
</table>
High Level Trends from Demand Map Study

**Consolidations**
- Many smaller companies purchased by larger companies

**Mergers**
- Joining of two large companies to become even stronger & more competitive

**Recycled Content**
- Becoming the standard for some companies & product lines

**Quality of Material**
- Concern about perception of using recycled content for some

**Commodity**
- Paper and Plastics represented the most locations on the map

**Increase in Jobs**
- North Carolina then Arkansas experienced the higher growths
Next Steps: Growing and Maintaining Demand Map

Add, Edit, Update Data

Include New Facilities Coming Online

Represent the Consistent Demand for Recyclables in Southeast
Thank You for Attending the Summit!