



PLASTICS

INDUSTRY ASSOCIATION

BETTER INDUSTRY. BETTER WORLD.

Going open source: A supply chain approach to unlocking new opportunities for recycled content

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PLASTICS mission

Advances a
Pro-manufacturing
Agenda

Strengthens Global
Competitiveness

Improves
Productivity

Pursues Zero
Waste Strategies

FOR THE U.S. PLASTICS INDUSTRY

The goal of the Recycling Committee is create new demand for recycled plastic and identify untapped feed streams of plastics.



PLASTICS membership



The Recycled Content Challenge

When companies are looking to use greater recycled content, they often encounter a very common set of challenges that can threaten their success, including:

- No two recyclers or recycle streams are alike.
- Some companies prohibit entering into a single supplier situation.
- The length of time to qualify a new material can give product design teams pause to making any supplier changes.
- Another challenge can be the assurance of constant supply.

Companies overcoming these challenges create an isolated success story. As an association, how do we meaningfully accelerate adoption of recycled content in a way that creates the market pull-through that increases the recycling rate?



The Open Source Approach

By bringing together the entirety of the supply chain, the group can work through these common challenges together, this accomplishes a number of things:

- It becomes clear how certain segments of the supply chain or recycle value chain are affected by various challenges.
- You can define the data and information that must be communicated about the quality of the material.
- With that data, you can approach non-traditional consumers of that material with compelling information.

We've replicated this process twice, with ELV plastics and film.



The Challenges of Participating

- Challenges for participating companies
 - Companies may have different paces
 - Companies may have vastly different resources, both financial and manpower

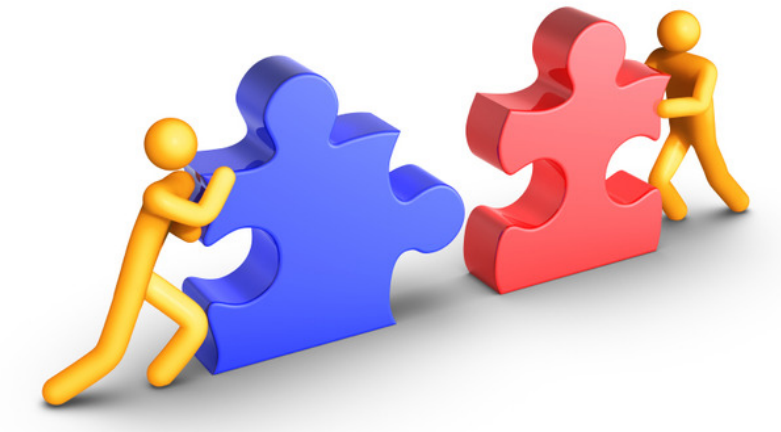


- Companies may have different priorities
- Companies may have differing goals



The Value of Participating

- Value through Association participation
 - Levels the playing field between large and small organizations and between the ends of the value chain
 - Creates a neutral ground for collaboration and development
 - PLASTICS is much closer to the issues and needs of the industry



The Ends of the Value Chain...

- The disconnect
 - There is often a great deal of understanding and collaboration throughout the initial parts of the value chain, however...



2. A lack of understanding often leads to a lack of information and good data for the recycle streams that are available.

1. The biggest disconnect is often between waste managers and/or recyclers and the processors. Recyclers sometimes don't know or don't fully understand the materials they are offered or offering.

3. When good data doesn't exist, then recyclable material often ends up wasted and in landfills or incineration.



The Ends of the Value Chain...

- PLASTICS has succeeded in bridging the gap
 - Through a transparent approach to supply chain collaboration
 - Through providing a link between the ends of the chain
 - A data driven approach to providing recycled materials for new opportunities
 - Through bringing opportunity to all partners in the value chain



My personal experience in the process...

I'm happy to be a part of it...



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