

The Environmental Committee is ExcITED to See You in Chicago

by Mark Shriver

When was the last time you got to see a TED Talk presenter speak, live? Your IAPD Environmental Committee is excited to present Dr. Mike Biddle, a TED Talk presenter and this year's Environmental Session speaker. Biddle's session, entitled "From Blight to Bright: Giving Plastics Waste a New Future" will examine the issue of post-consumer recycled (PCR) plastics and why they are a new source of raw materials for plastics. Biddle will show many eye-opening examples designed to inspire you to make PCR plastics work for you. Plus, you'll leave with ideas and opportunities that you can incorporate into your own programs. Biddle is speaking on Wednesday, October 29 at 11:15 a.m. (If you aren't familiar with TED Talks, check out www.ted.com and see how TED "makes great ideas accessible and sparks conversation.")

For a preview, you can click on the video icon on the digital edition of this magazine, go to <http://tinyurl.com/EnvironmentalSession> or go to <http://tinyurl.com/IAPDSessions> to see the full session description and links to Biddle's TED Talk.

More green guidance

In addition to hosting what promises to be a very exciting Environmental Session, your Environmental Committee will also be on hand at a special information table set up near the registration area. Please stop by this table to:

- Pick up a copy of a brand-new infographic showing the sustainability initiatives being taken by IAPD members.
- Get a brochure with tips for how to make the most of your recycling.
- Find out more about the GreenScene™ Program, and how your company might qualify.
- Fill out a quick Environmental Survey.
- Learn how you can find recordings of the two popular IAPD recycling e-training webinars.
- Get your very own special gift from the Environmental Committee.
- Talk to the committee members about how to overcome any challenges you might be facing with implementing your own recycling programs.

The Environmental Committee is excited to have this opportunity to talk one-on-one with convention delegates about the environmental benefits of plastics and how to be an environmentally responsible plastics company. The committee is always interested in telling the story about all the good that results from having plastics in our lives: from how plastics were originally developed to replace ivory used in billiard balls to how clean water systems thanks to plastic piping have helped millions of people in underdeveloped areas have better, healthier lives to how plastics are reducing the amount of fuel needed in cars and airplanes because they are replacing metals, resulting in a great deal of weight savings.

You can help us tell the story, too, just by filling out the Environmental Survey! We'll take the data we collect and be able to prove to plastics detractors that, yes, plastics are being recycled, staying out of landfills and conserving the raw materials required to make them. Also, thanks to your

participation, we'll be able to show that plastics companies are indeed good ambassadors for the environment, whether it's through alternative energy usage, educating customers and employees, conserving energy and/or promoting the use of "green" plastics.

So, stop by, say hello, and see what your Environmental Committee has to offer. Looking forward to seeing you in Chicago!

Environmental Committee Chair Mark Shriver is the director of safety and environmental affairs at Curbell Plastics, Inc., 7 Cobham Drive, Orchard Park, NY 14127 USA. He can be reached at (716) 667-3377, fax: (727) 233-1703, email: mshriver@curbell.com, www.curbell.com.

From Blight to Bright: Giving Plastics Waste a New Future

Presented by Mike Biddle
Wednesday, October 29, 2014,
11:15 a.m. - 12:15 p.m.



While plastics on average are many times more valuable than steel, the overall recycling rate, particularly in the United States, is only a fraction of steel (less than 10 percent for plastics versus more than 90 percent for steel).

This session will provide an overview of the global impact of plastics in our waste streams, the reaction of end users and policy makers and the challenges associated with recovering plastics from waste streams. It will also cover how and why the supply of post-consumer recycled (PCR) plastics is increasing dramatically and why a growing number of manufacturers and converters are tapping into this new source of raw material to:

- Increase the long-term security and reduce the price fluctuations of their supply chains
- Offer more sustainable products to their customers
- Meet PCR content requirements in environmental procurement standards being adopted by a growing number of large purchasers, such as the U.S. government

Who Should Attend: Technical, customer service, sales and marketing, business development and government and public relations personnel as well as strategic decision makers will want to attend this session.