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For Immediate Release

## **Branford, CT Now Offering #2 and #4 Plastic Film Recycling**

**Branford, CT:** The Town of Branford, CT now offers recycling for #2 and #4 plastic film materials including carryout bags, packaging, and bubble wrap. Solid Waste Supervisor, Daniel McGowan was instrumental in implementing the program by partnering with WRAP (Wrap Recycling Action Program) and the Polywrap Recycling, LLC.

McGowan shares, "The driving force behind starting this program was and still is resident demand. Due to inability for residents to recycle plastic film curbside, we received consistent inquiries asking how and where plastic bags could be recycled. In an effort to answer these questions I started looking for a recycling solution. At first, it was difficult to find an easy to implement answer. Then I found Polywrap Recycling."

Polywrap Recycling's RACK'n Pak™ recycle bagging system now makes it easy for Branford residents to recycle plastic. The RACK'n Pak™ system is located at the Branford Transfer Station, 747 East Main Street, with signage that explains what items qualify for recycling. "We started our trial utilizing RACK'n Pak™ in mid-September. At the middle of November we already have filled 6 bags with recyclable materials", states McGowan.

As the plastic recycling program continues to grow in use by town residents, McGowan sees an opportunity for greater impact if the local business community adopts the new plastic recycling program. McGowan asserts "Our businesses package and ship products as well as receive shipments every day. Most of the plastic waste produced during these processes qualify for our program."

The Town of Branford, WRAP, and Polywrap Recycling are making a difference by ensuring that plastic recycling is now a viable option for residents and businesses alike. On December 5, 2016, the DEEP (Connecticut Department of Energy & Environmental Protection) and Branford will have an event to create awareness about the WRAP program highlighting new opportunities for residents to recycle plastic.

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### Resources:

- Branford Transfer Station Information - [www.branford-ct.gov](http://www.branford-ct.gov)
- WRAP - [www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)
- Polywrap Recycling - [www.polywraprecycling.com](http://www.polywraprecycling.com)