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NEW VIDEO HIGHLIGHTS JOB CREATION THROUGH PLASTIC BOTTLE RECYCLING

Organizations Join Forces to Encourage More Plastics Recycling in Support of Carolina Jobs

December 5, 2016 – The Carolinas Plastics Recycling Council (CPRC) and the National Association for PET Container Resources (NAPCOR) announced today the release of a jointly produced “Your Bottles Means Jobs (YBMJ)” [video](#). The focused, two-minute video tallies the 3,500 jobs in plastics bottle recycling and related fields in the Carolinas, including bottle sorting, recycled material processing, and manufacturing of recycled-content products such as polyester fiber made from recycled PET bottles.

“We are pleased to promote recycled plastics processing and manufacturing jobs in North and South Carolina, and to see recent investment by industries that facilitate or use recycled plastic material feedstock to create and sustain jobs,” said Chantal Fryer, Director, Recycling Market Development for the South Carolina Department of Commerce. “The ‘YBMJ’ video shows us how these jobs add up, and is part of an ongoing YBMJ campaign to encourage everyone to recycle just two more bottles each week in support of local jobs. Although our video is Carolinas-focused, our message of local collection supporting local economies, job creation and infrastructure is relevant across the U.S.”

To produce the video, CPRC partnered with NAPCOR, the trade association for the #1 polyethylene terephthalate (PET) packaging industry. “The video walks us through a straightforward explanation of how PET recycling works, and shows where jobs are created in the process,” says NAPCOR Executive Director Rick Moore. “We hope people will share it broadly and spread the word that recycling plastic bottles creates domestic jobs, generates tax revenues, supports ‘green’ manufacturing, and creates other economic benefits.”

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The avoidance of other costs can be one of these benefits. “In addition to job creation and strengthening our domestic economy through increasing plastic bottle recycling, local governments and taxpayers also win through reduction in waste disposal costs of those bottles,” said Blair Pollock, Orange County North Carolina Solid Waste Planner.

The Your Bottle Means Jobs campaign is a project of the Carolinas Plastics Recycling Council whose mission includes promoting plastic recycling companies operating within the Carolinas. Recent investments in new or upgraded plastics recycling-related facilities in the Carolinas include plastics recycling technology provider American Starlinger-Sahm’s new headquarters location in Fountain Inn, South Carolina; Sun Fibers’ recycled polyester fiber production facilities in Chester and Chesterfield counties, South Carolina; and Unifi’s PET bottle processing plant in Reidsville, North Carolina.

"Unifi’s new REPREVE Bottle Processing Plant in Reidsville is a major investment in the company’s successful, sustainable product line and it will create more than 80 new jobs here,” said Jan Critz, Director of the Rockingham County Center for Economic Development, Small Business & Tourism. “This is an important project for our community. ‘Green’ products—such as REPREVE, which is made from recycled plastic bottles—will only continue to grow and we are proud that Reidsville and Rockingham County are a part of that.”

The new video is the latest addition to the ongoing CPRC campaign to increase plastic bottle recycling in the two states. “The next time you’re holding that bottle, be sure to throw it in the recycling bin, not the trash,” said Fryer.

View the video at <https://vimeo.com/190005789> or <https://www.youtube.com/watch?v=-KCZHAc6IE>

Established in 2011, the **Carolinas Plastics Recycling Council** works to raise awareness around the importance of recycling plastic bottles and to promote plastic recycling companies operating within the two states. In recent years, the CPRC launched the Your Bottle Means Jobs campaign, which aims to get more of the three billion plastic bottles discarded each year in the Carolinas back into the production cycle. Visit <http://yourbottlemeansjobs.com>

Founded in 1987, the **National Association for PET Container Resources (NAPCOR)** is the trade association for the PET plastic packaging industry in the United States, Canada and Mexico. NAPCOR is dedicated to promoting the PET package; to overcoming hurdles to the successful recycling of PET; and to communicating the attributes of the PET container as a sustainable package. More at www.napcor.com