



SUSTAINABLE SOLUTIONS FROM
THE PLASTIC DRUM INSTITUTE



www.plasticdrum.org

REDUCE, REUSE, RECYCLE :: A sustainable story for plastic drums

Valley Cottage, NY, (May 16, 2010) – The Plastic Drum Institute (PDI) today announced the release of a life cycle management report detailing the sustainable processes the industry uses to support the recovery and reuse of plastic drums.

A collaborative effort between the PDI and the Reusable Industrial Packaging Association (RIPA), this report, which is available at www.plasticdrum.org, utilizes all three parts of the Waste Hierarchy (reduce, reuse, recycle) to illustrate how the plastic drum industry has effectively managed its carbon footprint.

Highlights of the report include:

Reduce – plastic drums have significantly reduced their weight, 30%, since their introduction to the marketplace over 40 years ago – contributing to lower emissions from the transportation of containers through the value chain.

Reuse - The plastic drum industry has developed an efficient, cost-effective process for reconditioning over 50% of the new drum volume each year, which requires significantly less energy to fulfill than even recycling a product. The products that are returned and reconditioned to be put back into service as industrial containers help to limit the amount of new material that needs to be created to service the overall market – making plastic drums one of the more energy efficient containers available.

Recycle –drums that are not reconditioned typically are shredded to be re-molded into a variety of new products. Compared to consumer plastic goods, which are recycled at a rate of 25-28%, industrial bulk containers have at least a 50% chance of being recycled or reused – limiting the amount of space plastic drums occupy in a landfill.

“This study allows us to articulate what our industry has known for years – plastic drums are a sustainable packaging solution and have outperformed many of our consumer packaging peers due to our industry led container recovery and reuse programs,” stated Jerry Geyer, Chairman of the Plastic Drum Institute.

The plastic drum industry is built on a solid foundation of being a responsible packaging steward through a combination of strategies and tactics used to effectively manage the lifecycle of its products. The industry continues to support and advance this progress through continuous improvement of practices, designs and materials.

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About the Plastic Drum Institute

The Plastic Drum Institute (PDI) is a trade association, which represents manufacturers of industrial plastic containers, polyethylene resin manufacturers, closure and ring manufacturers, industrial container recyclers and equipment manufacturers in North America.

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Photographs and graphics available upon request