

News Release

For Immediate Release

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Plastic Film and Bag Recycling Campaign Hits Dunn County

To create awareness about plastic film and bag recycling, the Dunn County Solid Waste Division is launching a new advertising campaign. Educating people as to what types of plastic film and bags are recyclable, these advertising spots will be featured in newspapers, on a billboard, banners, through radio spots and at the local movie theatre.

The ad campaign playfully compares recycling to reincarnation, giving new life to old materials. Featured in the ads are a digging dog who was formerly an archeologist and a plastic lumber fence that use to be a bread bag. The ads were created by Flapjack Creative of Wausau. Funding to create the ads came from a grant through the Dunn County Community Foundation and placement of the ads is funded by the American Chemistry Council.

The Dunn County Solid Waste Division and has been working to energize and educate the public about plastic film and bag recycling since last summer. In 2014 Dunn County was chosen as part of a pilot program for a nationwide public outreach initiative aimed at increasing the recycling of plastic film packaging. The pilot program, called WRAP (Wrap Recycling Action Program) is made possible through coordination of both local and national organizations including the American Chemistry Council, Flexible Film Recycling Group, the Wisconsin Department of Natural Resources, Indianhead Enterprises, Inc. and Trex Company, Inc..

The Dunn County Solid Waste Division and the City of Menomonie initially kicked off their plastic film and bag recycling program by designating June as “Plastic Film and Bag Recycling Awareness Month.” Area Collection Stations and the Transfer Station began accepting plastic film such as dry cleaning bags, newspaper bags, plastic wrap around napkins, toilet paper, bottled water, etc. in addition to traditional grocery bags.

Thanks to a partnership with Indianhead Enterprises, Dunn County’s collected plastic film and bags are recycled into composite decking by Trex Company, Inc. Dunn County hopes this new campaign will not only teach residents to recycle plastic film and bags; It also hopes to encourage businesses to recycle items such as stretch wrap, pallet wrap, furniture wrap, retail bags and more. For more information call the Dunn County Solid Waste Division at (715) 232-4017.

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Photo caption: The new Dunn County Solid Waste Division ads feature a digging dog that use to be an archeologist and a plastic lumber fence that use to be a bread bag.