



# flex forward

## Pilot Program

### for animals. for people. for the Earth.

It is estimated that 300 million pounds of flexible plastic pet food and treats bags are made in the US each year.

Because of the way different plastics are layered during the bags' construction, it's nearly impossible to separate them using current recycling technologies. And, the cost of recycling is more than the value of the materials in the package. As a result, it's estimated that over 99 percent of all these flexible bags end up in landfills.



It's clear that the sustainability of pet product packaging needs to be improved so that it can be recycled curbside, but that may be a long way off. We need to do something **NOW** about the 99% of our industry's packaging ending up in landfills. That's where the Flex Forward pilot program comes into play.

As industry stewards, we have chosen to be the brand sponsor of Flex Forward, which is a collaboration with the Pet Sustainability Coalition, Pet Food Experts Distribution, recyclers, US-based manufacturers, retailers, and pet parents.

In 2020, a regional pilot with selected independent pet stores will test the collection, recyclability, and full-circle product potential to inform an industry-wide expansion in 2021. Our goal is for at least 300 retailers to participate and to collect a minimum of 5,000 lbs. of flexible plastic packaging to recycle into functional products that we will donate to animal care centers, shelters and rescues nationwide.

During the pilot, independent retailers will encourage their customers to bring back all types (regardless of brand) of flexible plastic packaging including food and treat bags and place them in Flex Forward bins conveniently located in-store.

Then, Pet Food Experts will collect packaging from retailers during their normal delivery route therefore minimizing additional transportation miles. Collected bags will be stored at a single distribution center where it will be weighed and then shipped to our recycling partner.

Our recycler partner will grind down the collected packaging into pellets that can be recrafted into products that will be delivered to animal shelters and rescue groups across the country.





1. Sign up and get your free ACTIVATION KIT

## flex forward ACTIVATION KIT

2.



Set your store with the bin, signs and bounceback cards and start telling your customers about the program.

3.



Customers start returning any brand of flexible packaging to the bin.

4.



During their regular delivery, PFX will pick up the returned bags when the bin is full. They will also weigh and track your store's collection.

5.



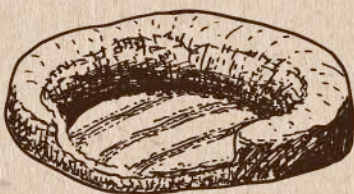
PFX will then make truckload deliveries to the recycler.

6.



The recycling partner will grind the bags into pellets.

7.



The pellets will be recrafted into pet products.

8.



The pet products will be delivered to shelters and rescue groups.



### CONTENTS:

- 1 flex forward recycle bin
- 10 recycle ready bin liners
- 10 stickers to ID store
- 2 8.5" x 11" easel back signs
- 2 8" x 17" aisle interrupters
- 100 bouncebacks driving customers back to your store

For more information, please go to [earthanimal.com/flexforward](http://earthanimal.com/flexforward) or email [info@petsustainability.org](mailto:info@petsustainability.org).