

Team
Hefty

ReNewTM
PROGRAM



USING THIS PLAYBOOK

The Hefty® team created this playbook to help educators and youth organization leaders better understand the importance of recycling and diverting hard-to-recycle plastics from landfills. The Hefty ReNew™ program plays a unique role in your community.

Designed for teachers, parents and other youth leaders to facilitate educational activities for kids, the toolkit includes:

1

An overview of recycling's importance, plus the four R's of good waste management: reduce, reuse, recycle and recover.

2

Descriptions of hard-to-recycle plastics and how to identify them at home.

3

Information about how the Hefty ReNew™ program diverts hard-to-recycle plastics from landfills and converts them into valued resources.

4

Activities on how to recycle appropriately, including differentiating between items that go in the trash, recycling cart or Hefty® ReNew® orange bags.

For more information, please visit HeftyReNew.com or send questions/comments to HeftyReNewPress@reynoldsbrands.com.

A close-up, low-angle shot of a basketball hoop and net, set against a warm, orange-toned background. The net is white and hangs from a clear plastic rim. The background is slightly blurred, showing the wooden backboard and the structure of the hoop.

RECYCLING BASICS

WHY IS RECYCLING IMPORTANT?



Conserves energy
and natural resources



Reduces wastes
sent to landfills

Creates jobs
and products
in the recycling/
manufacturing
industries in the U.S.



Prevents pollution
and reduces
greenhouse gases



THE 4 R'S OF WASTE MANAGEMENT

Reducing, reusing and recycling can help you, your community and the environment by saving money, energy and natural resources:

REDUCE

is lessening the amount of waste we produce. Think about activities like bringing your own grocery bag to the store each time you shop or taking your lunch to school in the same lunch bag every day.

REUSE

means finding new ways to use things instead of throwing them away. When you donate your toys and books or save wrapping paper from your birthday party, you're practicing this principle.

RECYCLE

is the process of collecting and processing materials that would otherwise be thrown out and turning them into something that's useful. When you put empty soda cans or milk jugs in the recycling bin instead of the trash can, you're helping the environment.

RECOVER

The Hefty ReNew™ program helps with the **RECOVERY** of hard-to-recycle plastics. Hefty ReNew™ takes those items you think can go in the recycling bin, but they really can't. When you put the hard-to-recycle plastics into the Hefty® ReNew® orange bag they can be converted into other useful resources and kept out of landfills.



"Did you know there's another way you can help?"

RECYCLING BIN OR HEFTY® RENEW® BAG?

Sometimes you might think you can recycle a certain plastic item, but it really shouldn't go in your recycling bin. These hard-to-recycle plastics are difficult to process in the same way as other plastics because their type, complexity, shape, size or flexibility can create challenges for equipment at recycling facilities. Landfills get crowded with these plastic items that can't be recycled. But the good news is, you can help!

Look for the small recycling symbols that are stamped on most plastic products – the number in the middle of the symbol is your guide.

READILY RECYCLABLE



PETE² HDP²

Most common plastics, especially bottles and jars.

**USE REGULAR
RECYCLING BIN**

LIMITED RECYCLABILITY



PV²

Common plastics, but not included in regular curbside programs.

**CHECK WITH
LOCAL FACILITY**

HARD-TO-RECYCLE



LDPE² PP² PS² R²

These are "Hard-to-Recycle" plastics **NOT** allowed in curbside programs as most recycling facilities do not have the equipment or sorting capabilities to process them.

**BAG THESE PLASTICS IN
HEFTY® RENEW® ORANGE BAGS!**



Remember, anything you put in Hefty® ReNew® orange bags must be clean, dry and free of any foil lining!



HEFTY® RENEW® BAG: ACCEPTED ITEMS

If you use any of these items around the home, they can be collected in an orange bag instead of the trash or recycling bin:

KITCHEN PANTRY



Chip bags*



Dry mix liners
(cake, powder, cereal, cookies)



Candy & granola
wrappers*



Foam egg
cartons



Salad & cheese
bags



Fresh/frozen
veggie/fruit bags

*no foil lining, may have ink printing on bag

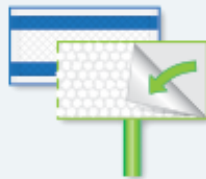
STORAGE & CLEANING



Food storage
bags



Plastic wraps on paper
towels and toilet paper



Dry/wet disposable cleaning
cloths



Plastic
grocery bags

DINING & EATING



Plastic
plates & bowls



Plastic
straws & stirrers



Plastic
utensils



Foam to-go boxes, cups, plates & bowls



OFFICE & SHIPPING



Bubble wrap
& pillow packs



Foam
peanuts



Foam block
packaging



Clear plastic
overwrap



WHAT HAPPENS TO THE PLASTICS?

When you participate in the Hefty ReNew™ program by collecting hard-to-recycle plastics in the orange bags, you're helping them become something totally new that can be used again! Cool, right?! Here are some of the “end markets,” or ways those plastics are used:

They can be used as alternative fuel for manufacturing cement, which reduces the need for natural resources like coal.

They can help create materials, which can be used in drainage systems, school buildings, green roofing and bus shelters.



They can be ground into smaller pieces to make plastic lumber and other construction materials.



They can be used for park benches, sheds, privacy fencing, landscaping or even dumpster enclosures.



Remember, the Hefty ReNew™ program complements your current recycling efforts – it doesn't replace them. So, keep filling your recycling bins with acceptable plastics and put the hard-to-recycle types in the orange bag.

HEFTY RENEW™ PROGRAM: HOW IT WORKS





PRACTICE YOUR SKILLS

Ready to get in the game?

Team Hefty ReNew has practiced hard and is prepared for anything the other guys could throw at you. Now it's time to lay it all on the court.

Follow your coach through each of the activities in this playbook to learn more about the importance of recycling and how we can all work together as a team to bring home the win!

MEET THE TEAM

First things first, let's review the roster.

Obviously, there's you! You're the Team Captain and a natural-born leader. You're motivated to keep the team together because you know the importance of conserving energy and natural resources. You've got what it takes to lead your team to victory—but if you need some help, check the notes at the beginning of your playbook.



MEET REDUCE:

A strong defender who can eliminate waste at the source.



NEXT UP, REUSE:

An innovative player who's always ready to mix it up.

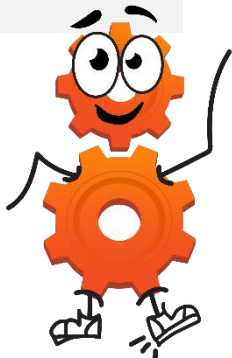


HERE'S RECYCLE:

Recycle gets a lot of playing time but can drag a little bit when they get tired.

The team has played together for a while now, and it's time for some fresh energy. Thankfully, we've got a new recruit!

INTRODUCING, RECOVER:



Recover fits in seamlessly with the team and fills in offensive and defensive holes we didn't even know existed.

Let's see how Recover helps Team Renew step up our game!



Add yourself to the team!
Draw yourself to complete
your trading card.

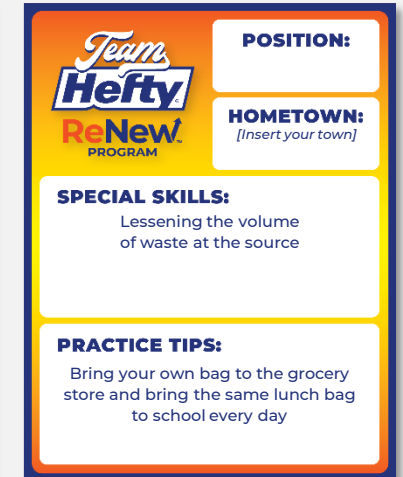
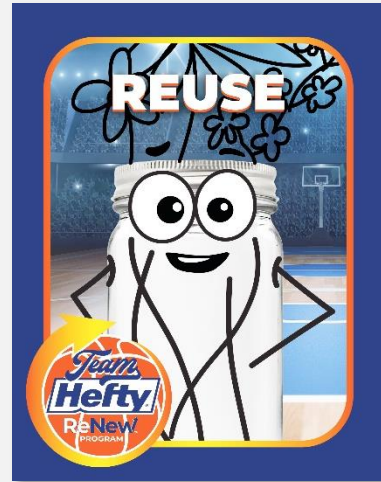


	POSITION: Team Captain
	HOMETOWN:
SPECIAL SKILLS: Conserving energy and natural resources	
PRACTICE TIPS:	

1

TEST YOUR PLAYER KNOWLEDGE

Draw a line to connect
the front and back of each
player's trading card.



STEP IT UP FOR RENEW

Can't forget about Coach! This wise coach has been around for a while and is the brilliant mind behind some pretty epic comebacks from the history books.

Coach ReNew is a Hefty alum who believes in fundamentals. Coach constantly drills Team ReNew on simple actions they can take today to make a difference tomorrow. When other coaches would say, "throw it away," your Coach creates an opportunity for a recycling slam dunk.

Let's explore the fundamentals of the Hefty ReNew™ program.

Number these steps in order from 1 to 5 to reveal how the program works. 

- Tie up your full bag and put it in your curbside recycling cart or drop it off at a participating location.
- The orange bags are sorted at the Materials Recovery Facility (MRF) and sent to another facility for use as valued resources.
- Fill your orange bag with accepted hard-to-recycle plastics.
- Purchase a box of Hefty® ReNew® orange bags at your local store or online.
- The recycling truck picks up and delivers bags to a local Materials Recovery Facility (MRF) as part of its routine service and schedule.



 **HINT:** Visit SLIDE 8 for a quick recap of all the steps to win the game.

PLASTICS PLAYBOOK

With our all-star line-up, we're ready to go! And just in time for the big game against the Hard-To-Recycle Plastics. Guide your team through a playbook review to sort all kinds of **recyclable materials** and put your arch-rivals in their place before the buzzer!



VS

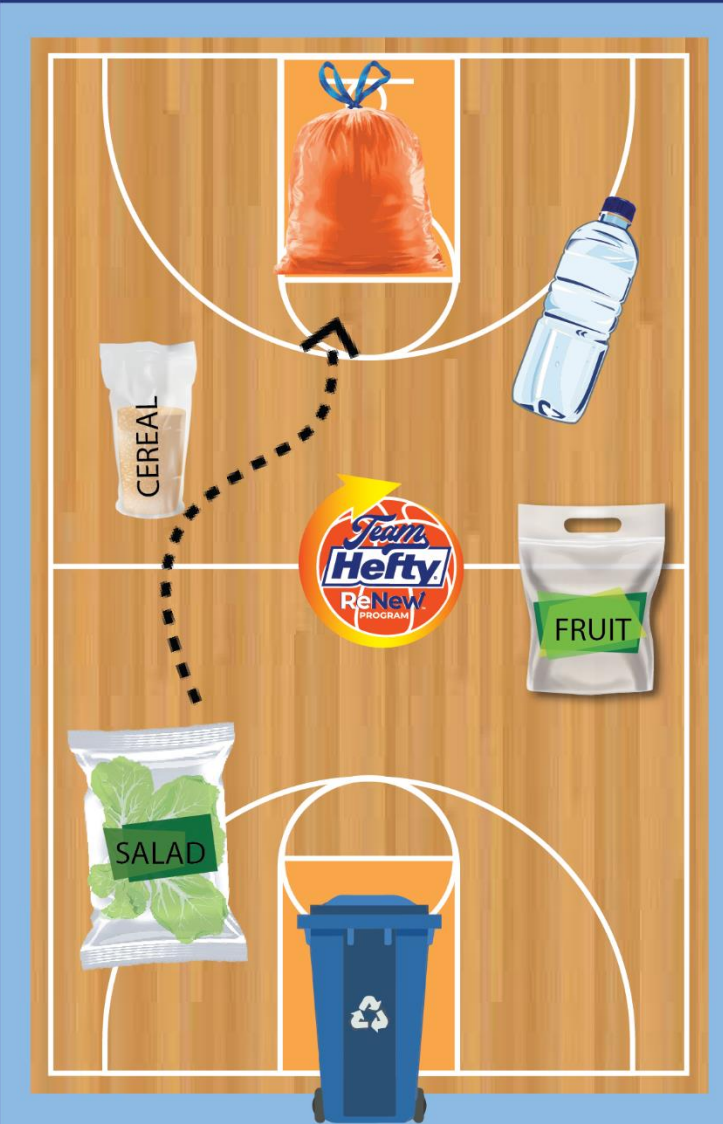
HARD-TO-RECYCLE PLASTICS

Draw the route for each material to dunk it in the correct spot.



COURT 1:

PLASTIC PACKAGING - NO FOIL LINING



COURT 2:

PLASTIC DINNERWARE



3

PLASTICS PLAYBOOK

CONTINUED

Now it's time for the second match up. Guide your team through another playbook review to sort all kinds of **waste materials** and secure the trophy for Team ReNew!



VS

HARD-TO-RECYCLE PLASTICS

Draw the route for each material to dunk it in the correct spot.



COURT 3: FOAM PRODUCTS



COURT 4: PLASTIC BAGS



PEANUT GALLERY FAN SCRAMBLE

When Team ReNew plays, the whole community comes out to cheer them on. Complete the messages on the special signs to discover why the neighborhood is full of die-hard fans.

Decode the message on each fan's sign using the key on Coach's clip board. Each will unveil more about the role the Hefty ReNew™ program plays in their communities' ongoing recycling/recovery efforts.

POSTER 1

POSTER 2

POSTER 3

POSTER 4

POSTER 5

1 Hefty ReNew™ keeps hard-to-recycle NWQVMAKV out of WQYOJAWWV!

2 Team ReNew makes it XQVL to SXWN the environment!

3 Team ReNew is an easy add to your ZXLLKWAYF routine.

4 3 cheers for a program making NUVAMACX environmental impacts!

5 Hefty ReNew™ turns PQVMX into TIAWOAYF TWUKDY for our community!

Hefty ReNew™

A = I G = J N = P U = O
 B = Q H = X O = D V = S
 C = V I = U P = W W = L
 D = K J = F Q = A X = E
 E = Z K = C R = M Y = N
 F = G L = Y S = H Z = R
 M = T T = B

END MARKET CROSSWORD

Recovering hard-to-recycle plastics allows them to have a new life by keeping them out of landfills and using them for valued resources.

Those plastics collected in Hefty® ReNew® bags can be used to make these items your community can enjoy.

Answer the clues above and place the correct letter in each bubble of the puzzle.



ACROSS

- The top of a building or structure that protects the interior from the outside
- Designing a yard or property with plants
- What separates one property from another
- The material used to power a machine
- A small building you might find in a yard or field for storage

DOWN

- A seat for two or more people in a nature center
- How water flows out of a building or structure
- Two words; the structure people wait under for an approaching public transportation vehicle
- Boards used to build structures, created of composite materials

