



# **J. P. Mascaro & Sons**

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## **PRESS RELEASE**

**TO:** ALL NEWS MEDIA

**CONTACT:** FRANK SAU, DIRECTOR OF COMMUNICATIONS

**PHONE:** 484-398-6500

**DATE:** NOVEMBER 26, 2019

**SUBJECT:** **J. P. MASCARO & SONS ANNOUNCES LOWER PROVIDENCE TOWNSHIP WILL JOIN POTTSTOWN BOROUGH IN A "PILOT PROGRAM" FOR THE RECYCLING OF FLEXIBLE PLASTIC PACKAGING**

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In connection with an industry-sponsored recycling "Pilot Program," local waste company J. P. Mascaro & Sons announced that as part of its contract for the curbside collection of recyclables, Lower Providence Township residents will now join Pottstown Borough residents in including flexible plastic packaging ("FPP") as a recyclable, instead of landfilling that material.

J. P. Mascaro & Sons and its TotalRecycle fully-automated single stream recycling facility in Exeter Township, Berks County, are leading an industry innovative "Pilot Program" to demonstrate the viability of processing FPP at automated material recovery facilities and marketing the recycled product, known as rFlex, to end users.

Historically, FPP (i.e., plastic bags, wraps, pouches, product packaging, etc.), which represents a growing portion of the residential household waste stream, has not been successfully recycled and had to be landfilled.

Seeking to process and market FPP as a "recyclable" for the first time, the Materials Recovery for the Future ("MRFF") industry and association members, including companies such as Dow Chemical, Nestlé Purina, Pepsico, Procter & Gamble, Target, the Association of Plastic Recyclables, the Flexible Packaging Association, the Plastics Industry Association, and the American Chemistry Council, awarded a \$2.6 million grant to Mascaro to install sophisticated optical sorting equipment at its TotalRecycle facility to make the recycling of FPP possible.

Speaking about the Pilot Program, Pottstown Borough Manager, Justin Keller, said, "Pottstown Borough was the first community to roll out flexible plastic packaging collection curbside, and I'm proud that our community is a part of the recycling pilot. Pottstown residents are thrilled with the program's convenience, with the added benefit of advancing environmental sustainability goals of both residents and the municipality. We applaud efforts to extend this innovative and valuable program to additional communities." Lower Providence Township will now join Pottstown in that Pilot Program.

"Lower Providence is pleased to be part of this recycling initiative," said Donald Delamater, Lower Providence Township Manager. "It's an added benefit for our residents and, just as importantly, moves our environmental efforts in the right direction."

Collection of FPP as a recyclable will begin in Lower Providence Township in December, after Mascaro notifies all Township households of the types of FPP that will now be collected as recyclables. It is expected that the FPP Pilot Program will generate important data to show interested municipalities that FPP recycling is possible and economical, and that there is a market for the rFlex end product.

Mascaro's Director of Sustainability, Joseph P. Mascaro, Sr., said, "Our sustainable mission is to remove these types of flexible plastics from the waste stream and to give these materials an end market purpose. The plan is to expand this program into every qualifying municipality that J. P. Mascaro & Sons services."

For more information about J. P. Mascaro & Sons, its infrastructure, facilities and comprehensive waste services, please visit the company website at [www.jpascaro.com](http://www.jpascaro.com).