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First-Of-Its-Kind Study to Examine Recovery of Flexible Packaging Using Existing Technology

Nestlé Purina Joins as Sponsor of Project

WASHINGTON, DC (September 15, 2015) – An industry collaborative has announced new research aimed at recovering more packaging that is currently destined for landfill. The project, Materials Recovery for the Future, brings together brand owners, manufacturers, and packaging industry organizations that are committed to enhancing recovery solutions for increasingly popular flexible film and packaging options. Some common forms of flexible packaging include resealable food packages, pouches for soups and tuna, pet food bags, and snack bags.

Read the full press release [here](#).

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The research is first to use this methodology to study the movement of films and flexible plastic packaging at material recovery facilities in the United States. We believe that data from this collaborative research will help us learn how to recover and divert more valuable resins from landfills, said Diane Herndon, Manager, Sustainability, Nestlé Purina PetCare Company.