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Glass Recycling Coalition Launches Website to Boost Glass Recycling

GlassRecycles.org offers resources for public sector and industry Glass Champions

ANN ARBOR, MI (November 15, 2016)—In celebration of America Recycles Day, the Glass Recycling Coalition (GRC) announces the launch of its website, GlassRecycles.org. Industry, public and private sector recycling professionals, as well as the public, will find case studies, best practices, and a building library of resources dedicated to understanding and successfully implementing community glass recycling.

The goal of this collaborative website over time is to provide a national clearinghouse for increasing recycled glass access, supply, and quality, while helping to solve existing bottlenecks for local communities. GlassRecycles.org highlights how, where, and why to recycle glass in communities and provides interactive videos and study-links to behind-the-scenes glass processing and manufacturing.

“The GRC is fortunate to have more than 30 members that represent the complete glass value chain -- glass container and fiberglass manufacturers, brands who use glass, glass recyclers, haulers, processors and end markets,” said Lynn Bragg of Glass Packaging Institute and founding member of the GRC.

“Providing considerations and resources for communities to keep glass in their programs and increase the quality of recycled glass is a top priority.”

Established in April 2016, the GRC is a non-competitive coalition of U.S companies and institutions with a stake in better glass recycling and dedicated to supporting the most accessible and viable glass recovery and recycling options for consumers. GRC membership has nearly doubled since its inception. The GRC motto is simply to “make glass recycling work.”

“Most Americans want to recycle. The tools we've created here help to ensure glass recycling is available and effective across the nation,” said Katie Wallace, assistant director of sustainability for New Belgium Brewing Company, also a GRC founding member.

In addition to educational resources, GlassRecycles.org encourages involvement with Glass Champions who are making a difference in bettering glass recycling in their communities. GRC has provided a forum for municipalities to participate in initiatives to keep glass recycling access available in recycling programs and encourage high-quality glass recovery into new products.

The GRC will host an upcoming webinar for public-sector Glass Champions and other interested parties on Wednesday, December 7, 2016 at 2pmEST, to learn about glass recycling challenges and solutions to improve glass recycling collection and processing. Registration is available at GlassRecycles.org. For more information, contact info@glassrecycles.org.

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The Glass Recycling Coalition (GRC) brings together a diverse membership of more than 30 companies and organizations representing glass container and fiberglass manufacturers, brands that use glass to showcase their products, haulers, processors, material recovery facility, capital markets and end-markets to make glass recycling work. Established in April 2016, GRC is a non-competitive coalition of U.S. value chain members involved in glass recycling and dedicated to supporting the most accessible and viable glass recovery and recycling options for consumers. The coalition encourages financially sustainable mechanisms that produce quality cullet and strengthen glass markets. For more information, contact msegundo@recycle.com.