



### **Curbside Plastic Film Recycling Opportunity**

Bradley Beach finds an easier way In November of 2019, the Borough of Bradley Beach became New Jersey's first community to launch a pilot program for residential curbside plastic film recycling. The Borough provides its own hauling for recycling. Residents are instructed to place bagged film in a dedicated curbside bin labeled "plastic film," provided to each household by the Borough. Residents place it next to their regular recycling bin for collection on the second Wednesday of each month. Once collected, the material is delivered to Mazza Recycling Services in Tinton Falls, where the plastic film is baled and stored. Upon reaching adequate volume, an end-market purchaser picks up the material. SC Johnson, a manufacturer of cleaning supplies, is providing funding for the collection vehicle, curbside bins and community engagement materials to raise awareness. **For more information, contact Mike Beson of Guide Strategies at [mikebeson@gmail.com](mailto:mikebeson@gmail.com)**