

RECOMMENDED GRAPHICS, TERMS AND SPECIAL INSTRUCTIONS


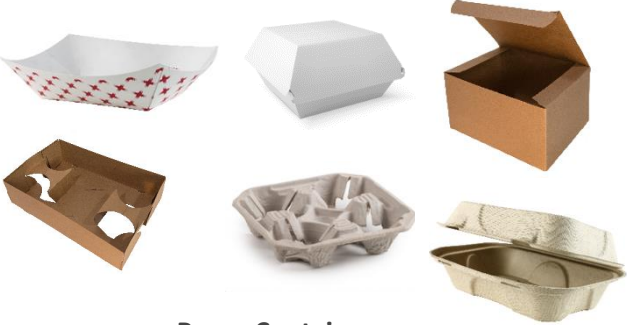

FPI provides access to a library of high-resolution images of foodservice packaging (FSP) items available for use in your website and other educational materials. The suggested language and special instructions outlined below have been selected based on a thorough assessment of leading programs that include FSP, guidance from recycling industry experts, and a national survey of 1,000 residents that tested images and language related to recycling FSP for clarity and comprehensibility.

To effectively communicate recycling FSP, research recommends the following:

- Categorize FSP by material type—single stream: plastic, paper and metal or dual stream: paper and containers
- Include instructions to recycle only “clean and empty” items. Survey results showed using these terms together increased effective recycling.
- Show images with take-out containers and cups that are free of any food or liquid
- Check with your materials recovery facility (MRF) for processing capabilities

The chart below provides recommendations for images, text and categorization of common FSP items.

“Plastic” Category	
Recommended Images and Terms	Best Practices
 <p>Plastic Cups</p>	<ul style="list-style-type: none"> • Images of clean plastic cups without lids, straws or liquid
 <p>Plastic Containers</p>	<ul style="list-style-type: none"> • Images of clean plastic containers without food
 <p>Foam Cups</p>	<ul style="list-style-type: none"> • Images of clean foam cups without lids, straws or liquid
 <p>Foam Containers</p>	<ul style="list-style-type: none"> • Images of clean foam containers without food

"Paper" Category	
Recommended Images and Terms	Best Practices
 <p>Paper Cups</p>	<ul style="list-style-type: none"> • Images of clean paper cups without lids, straws or liquid
 <p>Pizza Boxes</p>	<ul style="list-style-type: none"> • Images of empty pizza box with no cheese residue or remaining food in box • Use the instructions "clean pizza boxes" rather than "no food-soiled pizza boxes"
 <p>Paper Containers</p>	<ul style="list-style-type: none"> • Images of empty paper boxes, trays, sandwich/fry boxes or similar paper FSP items • Use the instructions "clean paper containers" rather than "no food-soiled paper"
 <p>Paper Bags</p>	<ul style="list-style-type: none"> • Image of empty paper bag

"Metal" Category	
Recommended Images and Terms	Best Practices
 <p>Aluminum Foil Containers</p>	<ul style="list-style-type: none"> • Images of aluminum containers or trays without food residue

PERSONALIZED FLYER TEMPLATE SAMPLE

Promoting recycling of foodservice packaging is easy with a flyer template featuring best practices, terms and images. FPI's Resident Education Kit provides a flyer to be personalized with your website address. Download the flyer, graphics, and other communications resources at <http://www.recyclefsp.org/residenteducationkit>.

RECYCLE MORE!

RecycleAnyTown.com



PAPER

Flattened Cardboard
(clean & empty)

Paper Containers & Cups
(clean & empty)

Milk, Juice & Soup Cartons
(clean & empty)

Newspapers/Inserts, Phone Books, Magazines, Junk Mail & Office Paper

NO TISSUE



PLASTIC

Plastic Bottles, Cups & Containers
(clean & empty)

NO PLASTIC BAGS



GLASS

METAL

Glass Bottles & Jars
(clean & empty; amber, green & clear)

NO WINDOWS OR CERAMICS

Steel & Aluminum Bottles/Cans
(clean & empty)

NO PAINT CANS

HOW TO PREPARE YOUR RECYCLABLES:



Recyclables should be clean and empty



Do not use plastic bags; leave recyclables loose.



Include only listed items. Check with your local government or recycling service provider if unsure.

TIP: Return grocery bags to participating stores for recycling.