

For Immediate Release  
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### **East Jordan Plastics Recycling Facility Now Running at Capacity Around the Clock**

South Haven, Michigan- East Jordan Plastics (EJP), one of the largest thermoformers of horticultural containers in the U.S., is pleased to announce that their new recycling facility is now recycling plastic horticultural containers 24 hours a day. The facility is equipped to recycle in excess of ten million pounds of used horticultural containers annually. The 130,000 square foot facility's location is central to major markets that East Jordan Plastics serves and is also convenient to both its production facilities in Beaverton and East Jordan, Michigan. This location is advantageous on both inbound and outbound shipments from both a logistical and carbon footprint perspective.

Cal Diller, President of East Jordan Plastics Inc., is pleased with the progress. "We exceeded expectations in 2009, the first year our facility was open. Presently, we are operating at full capacity and making plans to purchase additional equipment to increase that capacity. We will continue to accept horticultural scrap and are always looking for additional sources of supply."

East Jordan Plastics established a recycling system to feed the new facility by "closing the recycling loop" on horticultural containers. Collecting used containers from retail consumers and greenhouse/nursery operations was the missing link. A pilot program was introduced last year in conjunction with Masterpiece Flower Company, Elzinga and Hoeksema Greenhouses, Grand Flower Growers and major garden centers in the Midwest. Shipping carts were placed in each garden center with a banner identifying it as a recycling collection location for used containers. Customers brought back their used pots and flats, and shipping carts that formerly were empty when picked up from the stores now return to the growers with recyclable containers. Plant containers that can be reused by the greenhouses are retained by the grower. Containers that cannot be reused are sent to East Jordan's South Haven facility to be recycled.

Tim Stiles of Masterpiece Flower Company, says of the recycling program, "Cal Diller suggested we team up to create a recycling program for used horticultural plastic. EJP and Masterpiece already shared some customers and a major transportation supplier. Masterpiece makes weekly deliveries to all Meijer and Home Depot stores, and we had merchandising staff at both. We already had the major pieces in place for a "closed-loop" system. We just needed a method to gather the used plastic pots, flats, and trays. We met with Home Depot and Meijer and outlined our plan. The idea was well received, and by the end of the year we had plastic recycling carts at all 265 stores and had collected more than 300,000 pounds of horticultural containers. Even at this time of year, we continue to receive plastic returning from stores. Consumers are beginning to realize they can return plastic pots and flats and are embracing the program."

The program has helped growers by making mountains of plastic disappear from some of the nation's largest greenhouses, and has saved them the associated waste removal costs. Since the recycling program also captures new and unused horticultural containers, growers have recaptured costs by reusing new containers that get returned from retail stores.

Nathan Diller, Recycling Manager at EJP, is excited about 2010. "The best way to achieve sustainability is to recycle and reuse what we create. Our new facility is the key to our efforts in making as many containers as possible from material reclaimed from the marketplace. With the gardening public's cooperation, it can be a template for future recycling facilities around the country." Nathan adds, "While response has been great, we haven't reached everyone yet. Those interested in learning more about how easy it can be to implement recycling, and how recycling can help their bottom-line, please contact us."

Recycling plastics makes a huge difference to the environment. According to Joe E. Heimlich from The Ohio State University (CDFS-108-98), “Containers made using recycled plastics can save up to 60% of the energy required to make the same product from virgin material.” All of the containers made by East Jordan Plastics are made with recyclable plastic and many are made with up to 100% recycled plastic. East Jordan’s goal is to recapture as many used horticultural containers as possible from the marketplace, including those from other manufacturers, and to make new containers from up to 100% recycled content.

Founded in East Jordan, Michigan in 1947 as the East Jordan Box and Crate Co. to make wooden flats for growers, today East Jordan Plastics is one of the largest horticultural container thermoformers in North America and provides a complete line of quality horticultural containers. For more information on how you can take part in the recycling process or to view East Jordan’s complete product line visit: [www.eastjordanplastics.com](http://www.eastjordanplastics.com)

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