



June 4, 2012

The Honorable Randy Richardville
Senate Majority Leader

The Honorable Gretchen Whitmer
Senate Minority Leader

Members of the Senate Regulatory Reform Committee
Michigan State Senate
Lansing, MI 48909

RE: HB 5660

Dear Senators:

I am writing to urge you to oppose HB 5660, which would amend Michigan's Beverage Container Deposit law to exempt multi-material beverage pouches from the law's requirements.

The National Association for PET Container Resources (NAPCOR) is the trade association for the PET packaging industry. We promote the introduction and use of PET packaging, facilitate its recycling, and communicate the attributes of the PET container as an environmentally sustainable package. With the advent of bottle bills over 30 years ago, our industry invested millions of dollars to forge a recycling infrastructure that did not previously exist and which now provides a substantial number of jobs and tax revenues in Michigan.

NAPCOR opposes HB 5660 because it would provide an incentive for brand owners to switch from sustainable, recyclable packages, like PET bottles, to less sustainable, non-recyclable drink pouches. If enacted, the bill would allow brand owners to avoid the collection and recycling responsibilities assigned to them under the beverage container deposit law by switching to the non-recyclable pouch. This will lead to more waste and less recycling in Michigan, and will encourage companies to make choices that don't benefit the environment or the State. Moreover, to the extent this legislation favors multi-material beverage pouches over existing material-type containers like PET, aluminum and/or glass that have invested in creating a recycling infrastructure, it distorts the market and has the potential to destroy the jobs and investments that have been made on the assumption of competing on a level playing field.

In closing, NAPCOR urges you to show your support for sustainable, recyclable packaging choices by NOT supporting HB 5660.

Sincerely,

Dennis Sabourin
Executive Director