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Plastic Beach Wins the 2024 Green Arrow Award for System and Design Innovations

Company recognized by the California Product Stewardship Council for its creative approach to recycling soft plastics

San Diego, CA, August 20, 2024 -- Plastic Beach announced it is the winner of the 2024 Green Arrow Award for System and Design Innovations from the California Product Stewardship Council (CPSC). As one of six organizations honored, Plastic Beach was recognized by the Council as a leader for its creative approach to tackling one of the State's most problematic threats to our waste streams -- soft plastics.

An award presentation for the honorees took place at the California Resource Recovery Association's 48th Annual Conference and Tradeshow. At the State's largest waste conference, CPSC announced the 2024 Arrow Award winners with Plastic Beach winning its Green Arrow Award for leading the way in an innovative systems approach that removes or reduces toxic or other problematic attributes present in products.

Soft plastics, while completely recyclable, are often refused by Material Recovery Facilities (MRF's) and end up in landfills as they tangle in the machinery. Plastic Beach's system diverts these plastics from landfills and upcycles them through its strategic partnership with Trex, giving the materials new life and furthering the sustainability initiative in the State of California.

"I am proud to receive this recognition from the CPSC for our work in reducing soft plastic waste in San Diego," said Matthew Clough, executive director and founder of Plastic Beach. "This award amplifies the critical need to put in place processes to recycle the large volume of high and low-density polyethylene plastic from retailers."

Plastic Beach received this prestigious honor due to its consistent efforts in being solution oriented when mitigating the threat of soft plastics in our landfills. The Green Arrow Award celebrates the company's mission to revolutionize responsible recycling in a way that benefits both the environment and the communities it serves. Through education, collaboration, and partnership, Plastic Beach looks forward to continuing its trajectory by expanding its reach and working towards its goal of 100% soft plastic recycling.

About Plastic Beach:

Plastic Beach is a San Diego-based nonprofit committed to promoting sustainability by collecting and recycling soft plastic wrap in Southern California's commercial and

community supply chains. We work closely with our partners to create custom collection and pickup plans, collaborating with TREX to recycle the materials into composite decking products. For more information, please visit: <https://www.plastic-beach.com/about>



California Product Stewardship Council educates both the public and private sectors about EPR and Product Stewardship and closely partners with business, jurisdictions, waste and recycling companies, manufacturers, and others to promote and encourage sustainable practices and to recognize those companies who are taking a leadership role in participating in waste reduction and recycling. For more information, please go to: www.CalPSC.org.

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