



Waste & Recycling Services

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## Hefty® Brand and Rumpke Expand Recycling Program to Dayton, OH

DAYTON, Ohio, March 18, 2024 – Rumpke Waste & Recycling and the Hefty® ReNew™ program have announced the expansion of the Hefty ReNew™ program to Dayton, Ohio. Hefty ReNew™ is a hard-to-recycle plastics recovery program that will offer residents and businesses served by Rumpke Recycling a convenient way to divert more waste from landfills, beginning in April. The program will be offered in seven counties, including Montgomery, Greene, Clinton, Clark, Miami, Darke, and Preble.

Residents can purchase the Hefty® ReNew® orange bags at their local Kroger, Walmart, Target or Meijer. For additional online purchasing options, visit [HeftyReNew.com](https://HeftyReNew.com). Each orange bag features a list of [hard-to-recycle items](#) that can be collected in the bag for recycling. Simply fill the bag with those items and when it's full, tie it up and place the bag directly in a Rumpke Recycling bin or bring the bag to a participating Rumpke Recycling drop-off location. Rumpke will then collect the recycling bins, sort each material by commodity type and pull out the Hefty® ReNew® orange bags. Finally, the bags will be sent to specialized recyclers that will use the materials to create new and useful products.

The Hefty® ReNew™ program is intended to complement, but not replace, current recycling routines. Therefore, it's important for Rumpke Recycling customers to continue putting paper, cardboard, cartons, glass and plastic bottles, tubs, cups, aluminum cans and steel cans in their Rumpke bins loose and unbagged.

While bags won't be available through retailers until April, residents in participating counties can request a free Hefty® ReNew™ starter kit beginning now at [bit.ly/3Fb9YZx](https://bit.ly/3Fb9YZx). Businesses can order commercial size bags directly from Rumpke.

"The acceptance the Hefty ReNew™ program has received in Ohio to date has been overwhelming, with residents eager to do their part in the recovery of hard-to-recycle plastics," said Lynnette Hinch, Senior Marketing Director, Reynolds Consumer Products. "Now, we're thrilled to provide that same opportunity to additional residents in Ohio, with the goal of improving their community by diverting waste from landfills to be converted into valuable resources. We can't wait to see the continued progress and implementation of this program through our expansion efforts."

"Rumpke continues to invest heavily in our recycling programs to ensure our customers have access to the best available technologies and can recycle the most amount of material possible," said Jeff Snyder, Rumpke's Director of Recycling. "The introduction of the Hefty® ReNew™ program will further help our customers with their own waste reduction efforts and help us recover even more plastic material to be converted into new and useful items."

Developed in collaboration with Dow and other program supporters, the Hefty® ReNew™ program began in 2018 and has continued to expand, diverting over 2,600 tons of hard-to-recycle plastics from landfills across Georgia, Idaho, Nebraska, Tennessee and Ohio.

#### **About Reynolds Consumer Products**

Reynolds Consumer Products (REYN: Nasdaq) is a leading provider of household products that simplify daily life so you can enjoy what matters most. Our Reynolds® and Hefty® brand products help make mealtime easier with preparation, cooking, cleanup, and storage solutions. For more information, visit [ReynoldsConsumerProducts.com](http://ReynoldsConsumerProducts.com) and [HeftyReNew.com](http://HeftyReNew.com).

#### **About Rumpke Waste & Recycling**

Rumpke Waste & Recycling has been committed to keeping neighborhoods and businesses clean and green since 1932 by providing environmentally friendly waste disposal solutions. Rumpke is one of the nation's largest privately owned residential and commercial waste and recycling firms, providing service to areas of Ohio, Kentucky, Indiana, and West Virginia. With 14 landfills and 14 recycling facilities, including major material recovery facilities in Cincinnati and Columbus, as well as a one-of-a-kind glass processing facility in Dayton, Ohio, Rumpke is widely regarded as a national leader in the environmental industry. Rumpke was named a Gold Standard US Best Managed Company by Deloitte Private and The Wall Street Journal. Please visit [www.rumpke.com](http://www.rumpke.com) for more information.