



Film Plastic Recycling Case Study – Target Stores

WEBSITE: <https://corporate.target.com/corporate-responsibility/>

OPERATOR: Target

POPULATION SERVED: Customers or “Guests”

MATERIALS ACCEPTED: Polyethylene shopping bags and other PE film products as described by the Wrap Recycling Action Program: <https://www.plasticfilmrecycling.org/recycling-bags-and-wraps/plastic-film-education-individuals/learn-whats-recyclable/>

TYPES OF COLLECTION:

- A front of store, guest-facing bin is provided at all of the over 1800 Target stores in the US.
- Store and DC generated film from Target’s normal retail process is also collected throughout the supply chain.
The largest portion of material comes from Target’s normal retail process, but guest recycling is an important service provided by the retailer.

PROCESSING:

- Guests place their recyclable bags and wraps into the guest facing bin at the front of stores. Store housekeeping staff then transport this material to the back room where it is consolidated with other film that the store generates. This film is then transported to DCs where it is then consolidated and baled with other stores’ plastic film.
- Target’s plastic film gets turned into composite lumber and Target plastic bags that are located within stores in plastic bag ban states.
- Target’s plastic film recycling totals are included in their overall recycling tonnages. In 2017, Target stores collectively recycled ~16.8 million pounds of plastic film material.

CHALLENGES:

The number one challenge is to ensure guests understand that bags and film should be CLEAN AND DRY in order to be recycled. Receipts and other plastic packaging materials, and also food waste, need to be removed prior to placing bags into the recycling bins.

LESSONS LEARNED:

Target makes it a priority to push communication to stores and distribution centers about the execution of this program and how it's imperative to keep this material out of the trash. Field team members who execute this process well are recognized. Periodically, the retailer will post results of the program on social media.

Encouraging end-market demand for collected material is just as important as providing collection! Target is one of the original companies to commit to APR's Demand Champions Campaign, and as such has pledged to increase the amount of postconsumer recycled plastic (PCR) used in its products. Target is also committed to a leading role in developing new end uses for PCR.

EXAMPLES OF EDUCATIONAL RESOURCES:

Target relies on bin presence and signage to educate guest about the bag and film recycling opportunity provided by their stores.



CONTACT INFORMATION:

Meredith Ries
Senior Program Owner – Waste Minimization
Property Management | Target Properties
Target Corporation
33 S. 6th Street
Minneapolis, MN 55402
612-696-5931
Meredith.Ries@Target.com