

## **PPA'S MAGAZINE PLASTIC WRAPPING GUIDELINES** **(Revised November 2017)**

Plastic film is the most commonly used wrapping for magazines at retail presentation and for mailing. Magazine wrapping has a short life and many thousands of tonnes of plastic film are used annually, most of which goes to landfill, whether from unsold copies or as post-consumer waste.

The PPA's Sustainability Action Group as a priority, continues to assess how publishers can reduce the environmental impact of plastic film and continues to investigate how they can replace plastic with more sustainable and biodegradable materials.

**Whilst this vital research is in progress, the current recommendation is to reduce the thickness of plastic film and to label the film using the OPRL scheme to inform consumers on how to recycle their film.**

### **GUIDELINES**

**The current guidelines** are determined by the two types of film predominantly used by magazine publishers:

#### **POLYETHYLENE (PE)**

This is the standard 'poly' used for carrier bags, mailing film and some retail magazine bagging. WRAP has worked with large retailers to develop the collection and recycling of this material:

- Encourage consumers to recycle their PE at retailer collection points. This is achieved by incorporating the appropriate OPRL label. Currently PE is not recycled by local authorities. The label can be printed on the plastic film, carrier sheet or in the magazine itself. (*example of OPRL label noted in Annex 1*)
- Don't use oxo-biodegradable material for PE as the rationale for degradation is landfill, not recycling. Degradable material is precluded from use in the OPRL scheme.
- Full details about how to join the OPRL scheme are available at [www.oprl.org.uk](http://www.oprl.org.uk). Please note that there is an introductory offer for PPA members - 18 months for the price of 12 months.

#### **POLYPROPYLENE (PP)**

This is the material used for some of the retail magazine bags. Currently it is not recycled by retailers or local authorities. Therefore, the PPA recommends its members:

- Don't use oxo-biodegradable material for PP as the rationale for degradation is landfill, not recycling. Degradable material is precluded from use in the OPRL scheme.
- Encourage consumers not to contaminate the recycling waste stream with PP. This is achieved by incorporating the appropriate OPRL label (*as noted in Annex 2*)

**ANNEX 1**

**Label for PE**



**ANNEX 2**

