



Coca-Cola Recycling celebrates Earth Week

Reimagine Beverage Containers Recycling Center

offers rewards for recycling

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Coca-Cola Recycling LLC opened a new consumer recycling center in Garland that accepts and processes aluminum cans and #1 PET plastic beverage bottles. Located in the Shiloh Springs shopping center at 6850 North Shiloh Road, the center is designed to offer free and convenient access to beverage container recycling.

The Garland Reimagine Beverage Containers recycling center was opened today when a “ribbon” made from used beverage containers was cut by Garland Mayor Ronald Jones, City Councilman Doug Athas, and representatives from Kroger and Coca-Cola.

Coca-Cola Recycling introduced the world’s first Reimagine Beverage Containers unit last November in Arlington, and a second location was opened last week in Plano. The Arlington center has already processed more than 500,000 beverage containers. The Dallas-Fort Worth Metroplex was chosen as the pilot market for this new technology because of high levels of beverage consumption and the opportunity to improve recycling rates.



“We know that people want to recycle,” said Gary Wygant, vice-president of Business Development at Coca-Cola Recycling, “but when recycling is inconvenient, too many used beverage containers end up as waste. We believe that Reimagine will grow recycling by making it easy, accessible, rewarding and fun.”

Kroger is the retail host for the Reimagine pilot program and plans are under way for additional placements in the DFW area. “The Reimagine Beverage Container unit is innovative recycling technology. As the retail host for the pilot program, we’re thrilled to be the first to offer our shoppers a cool, convenient way to recycle,” said Gary Huddleston, consumer affairs director for Kroger. “We’ve enjoyed working with Coca-Cola Recycling to introduce centers in Garland, Plano and Arlington and look forward to rolling out additional units across the area.”



Recycling provides many benefits to communities, but the Reimagine Beverage Containers center adds a Rewards for Recycling program that provides added benefits for schools. Consumers can designate a local K-12 school to receive credit for the containers they recycle; the school will be awarded My Coke Rewards points redeemable for free school supplies and equipment.

To celebrate the opening of the new Reimagine center, a special competition will award the top two participating schools with a gift certificate redeemable for learning materials. The competition runs from April 25 until May 31 and schools can get details by emailing schools@reimaginerecycling.com.

Consumers who prefer not to designate a school to receive credit for their recycled containers can use their Reimagine points to get personal rewards, like free or discounted merchandise and event tickets, or to enter sweepstakes drawings for great prizes.

Reimagine Beverage Containers recycling centers feature groundbreaking technology that allows the recycler to bulk feed cans and #1 PET plastic bottles – up to 150 a minute. The containers are fed onto a conveyor where optical scanners verify the material and sort by type – the PET bottles and aluminum containers are separated, crushed and stored; anything else is sent to a reject bin. Because the material is pre-sorted and crushed, it can move efficiently through the recycle stream and into the production process to be remade into new products.

Results from these initial centers will be used to validate expansion plans for Reimagine. For more information, visit www.reimaginerecycling.com.

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