

# FOCUS! NEWSLETTER

Performance & Sustainability

A newsletter focusing on the performance and sustainability of NOVA Chemicals' products

Happy Holidays 2011 - Recycling Special Edition

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Happy Holidays From:



We'd Like to Hear from You



Do you have questions, or a packaging reduction story using one of our resins? Let us know! We also welcome any feedback or suggestions surrounding our newsletter and its content.

Please write to: [sustainableolutions@novachem.com](mailto:sustainableolutions@novachem.com).

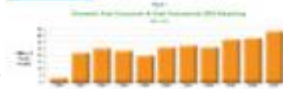
## EPS Recycling Rate Improves in 2010

### AFPR Reports Shows EPS Remains Among Tops in Plastics Family

A new EPS Rate Study demonstrates incremental growth in the amount of post-consumer and post-commercial recycling. Meanwhile, advances in EPS recycling technology, collaborative collection programs and new end-use markets continue to drive the industry's recycling gains.



The report conducted by the Alliance of Foam Packaging Recyclers tracks both post-commercial and post-residential collection streams and found a modest increase in the number of post-consumer pounds recycled in 2010. More than 71 million pounds of EPS was recycled overall in 2010, which includes 31.7 million pounds of post-commercial packaging, 5.4 million pounds of post-consumer packaging and 34.2 million pounds of post-industrial recovery.



[Click here to view full report.](#)

In the aggregate, the rate of post-consumer and post-commercial and industrial expanded polystyrene recycling rose 8 percent to 28 percent during 2008-2010. Packaging Digest magazine said, "The report illustrates that EPS recycling has reached a stable baseline of incremental growth and steady end-use market developments."

Check [this report at GreenerPackage.com](http://thisreportatGreenerPackage.com) for more details.

John Thayer, Director of Expandable Polystyrene Business at NOVA Chemicals, said that "as a proud sponsor of AFPR, we're tremendously pleased by this report and the progress being made in EPS recycling, and we expect continued improvement."

### Dig Deeper: Many Members of the AFPR recycle ARCEL® resin

It's also worth noting that NOVA Chemicals' ARCEL resin provides better sustainable outcomes when compared to EPS, molded pulp, and fabricated PE across four main parts of the supply chain in addition to being recyclable.

It reduces energy consumption during production because there are smaller parts and fewer raw materials; this lower volume production translates into less packaging waste; and third, by removing up to 40% of the packaging that each product would have needed originally, ARCEL resin also allows more products to be shipped per container or trailer, which reduces fuel consumption and carbon emissions. Finally, ARCEL resin is recyclable, and Steve Abeyta, ARCEL Global Business Director at NOVA Chemicals, notes many AFPR members are currently recycling and using ARCEL resin to create new products.

## Computer Recycling Program Promotes Re-use & Job Training



### Free Drop-Off at Job Training for Beaver County, Inc.

As we approach the holidays, this might be the perfect time to support a local organization that gives residents valuable new job skills while recycling old computer equipment -- especially if your company is upgrading its hardware for 2012!



The NOVA Chemicals Beaver Valley site routinely donates its used computers to Job Training for Beaver County, Inc. In partnership with Goodwill, Job Training for Beaver County, Inc. responsibly recycles computers for free in a secure environment -- with all data wiped off the hard drive. Your donation supports job training to help local residents better compete in today's job market. This initiative is authorized by the Dell Asset Recovery Recycling

Group.

To schedule an equipment pick-up or drop-off in the Pittsburgh area, and for more information, please go to <http://www.jtbc.org>.

Many leading consumer electronics manufacturers and retailers partner with the EPA to recycle electronics as the best and most sustainable way to go. To hook up with companies where you live to donate electronics, check out the [Plug-In to eCycling Partners program!](#)

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## "Bring Foam From Home" PS (SPI 6) Recycling Days



### NOVA Chemicals' Employees Invited to Participate

NOVA Chemicals is offering a holiday program for its employees to recycle PS foam from home, as many gifts are packaged in protective foam such as EPS and ARCEL<sup>®</sup> resin. SPI 6 packaging foam will be collected then densified onsite and shipped to an offsite recycler.

### Dig Deeper: How To Start EPS Recycling At Your Workplace

If you would like more information on how to implement a similar program at your company, AFPR has a website to show you how to develop a similar program. [Visit AFPR's website here.](#)

You can also [click here for the AFPR's listing of drop-off locations](#) in your state!

## Heart Walk Exceeds Goal



NOVA Chemicals employees raised more than \$25,000 recently in the Pittsburgh Heart Walk, far surpassing the company's goal.

Thank you to all who participated, donated and volunteered; your efforts will truly make a difference.

NOVA Chemicals looks forward to making the Heart Walk an annual event, helping to advance the AHA in its mission to build healthier lives, free of cardiovascular diseases and stroke.

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