EVERY BOTTLE BACK

OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK.

The Coca-Cola Company, Keurig Dr Pepper and PepsiCo are working together to reduce our industry's plastic footprint through our *Every Bottle Back* initiative. We're using less new plastic and investing in efforts to get our bottles back so we can remake them into new ones.

OUR INVESTMENT IN LAUREL, MARYLAND

As part of this sustained initiative, we are investing in the city of Laurel to help modernize the city's entire residential collection program. Additionally, we are partnering with The Recycling Partnership to help educate consumers on how to recycle better and decrease recycling contamination

INVESTING $112,465 TO UPGRADE RECYCLING PROGRAM

We're making investments to provide residents with free, lidded curbside carts that will increase the capacity of recyclables collected, improve recycling rates and help prevent plastic waste from ending up in the environment.

EXPANDING CURBSIDE RECYCLING ACCESS TO MORE THAN 7,000 HOUSEHOLDS

We're making recycling accessible and convenient by providing 7,150 households with upgraded curbside carts.

ENGAGING WITH RESIDENTS TO INCREASE RECYCLING

We're teaming up with The Recycling Partnership to educate residents on how to recycle and cut down on contamination of recyclable materials by door-to-door outreach and best-in-class educational materials.

INCREASING RECYCLABLE MATERIALS COLLECTED IN THE REGION

The investment is estimated to yield 7.32 million new pounds of recyclable materials over 10 years, of which 285,480 pounds will be polyethylene terephthalate (PET) and 109,800 pounds will be aluminum, both of which are used to make 100% recyclable cans and bottles.

THE Coca-Cola COMPANY · Keurig DrPepper · PEPSICO · AMERICAN BEVERAGE

EveryBottleBack.org