



RING LEADER RECYCLING PROGRAM

A simple way to reduce your environmental impact



WHY IT WORKS

Hi-Cone emphasizes sustainability at every stage in the life cycle of our products:

IN MANUFACTURING

Ring carriers use extremely small amount of plastic, which compared with plastic shrink film and paperboard that are used in similar packaging applications, almost always generate the least amount of solid and water-born waste, use less energy and release the fewest emissions into the environment.

IN USE

Ring carriers provide easy handling and carry convenience with the least amount of material. Providing a clear view of the primary product and less packaging disposal.

IN DISPOSAL

Ring carriers are recyclable wherever #4 plastics are recycled. All Hi-Cone ring carriers are made of 100% photodegradable plastic, which means that, if the rings are carelessly discarded into the environment, in a matter of weeks, they break down into little bits when exposed to natural, UV sunlight. And since the ring carriers float, they break down in water, which has virtually eliminated the occurrence wildlife entrapment.

If ring carriers are put into the trash, of the three major packaging types used for beverage multipacks (plastic shrink film, paperboard and ring carriers), ring carriers offer the greatest opportunity to reduce volume in landfills. Less material going into landfills is better for everyone.

HOW IT WORKS

The most environmentally efficient way to recycle ring carriers is through existing local recycling programs. So before signing up for our program, find out whether or not your community is already recycling what is known as #4 LDPE or mixed plastics. You can find out by visiting either Earth911 (www.earth911.com) or 1800 Recycling (www.1800recycling.com).

If your community is not collecting these materials, participating in the Ring Leader Recycling Program is easy:

1

SIGN UP: Just go to www.ringleader.com and provide us your information and we will send you what you need to participate.

2

SET UP: We'll send you a kit that contains an easy-to-assemble and compact ring carrier collection tree. Place the tree in the most convenient place for your collections. Alternatively, you can reuse a box, such as one that copy paper comes in, for collecting used rings.

3

START UP: We'll also send you information and materials you can use to get everyone in your organization engaged with the program. When you're ready, just start collecting.

4

CLOSE UP: When your collection tree is filled, place the used rings in a box, complete the return label we sent with your start-up kit and give the box to your mail person or take it to your local post office. We pay the return postage.

To learn more about the science behind our environmentally-responsible products go to:

www.ringleader.com

NOW YOU SEE IT. NOW YOU DON'T.

How does the photodegradable ring carrier break down?

The photodegradable carrier is sensitive to sunlight. The sun's ultraviolet rays cause the carrier to become brittle, so that it breaks down into even smaller and smaller pieces under the effects of wind, rain and other environmental forces.



How long does it take to break down?

The ring carrier loses approximately 75% of its strength within days of direct exposure to sunlight. It can become completely brittle in a matter of weeks. The carrier must be exposed to direct or indirect sunlight. The speed at which it becomes brittle will vary with the time of year, temperature, latitude and any other factors, which limit the amount of ultraviolet (UV) light exposure to the carrier. The carrier will not degrade if behind a glass window or otherwise shielded from UV exposure.



Would it break down in water?

Yes. The ring carrier floats on the surface of water where it is exposed to sunlight, causing it to break down.



Are photodegradable ring carriers toxic?

Independent testing laboratories found the photodegradable carrier to be nontoxic. It contains no heavy metals or toxic additives. As the carriers degrade, they breakdown into smaller and smaller pieces of inert, harmless material.



AN EASY WAY TO PROTECT THE ENVIRONMENT

Hi-Cone invites you to help us lower the impact of plastic rings in your community by participating in our Ring Leader Recycling Program. This simple program provides you with a turnkey process for recycling the plastic rings you use. It may not sound like much, but it really makes a difference. In fact, since the program's inception more than 20 years ago, we've recycled over 2.7 million pounds of used plastic rings, which have been used in the manufacturing of other industrial products.



Hi-Cone is committed to sustainability...

...doing everything in our power to reduce the environmental impact of all our activities, from manufacturing to safe disposal of our products.

COMMON MISCONCEPTIONS

Misconception:

The plastic in ring carriers can last for decades like some other types of plastics when littered in the environment.

Fact: FALSE

All Hi-Cone plastic ring carriers are 100% photodegradable and break down within weeks of sun exposure.

Misconception:

Plastic ring carriers endanger water wildlife.

Fact: FALSE

According to the Ocean Conservancy, plastic ring carriers accounted for about 1% of all entanglements, in 2012.

TAKE YOUR NEXT STEP TOWARD ENVIRONMENTAL SUSTAINABILITY

Join in the Hi-Cone Ring Leaders Recycling Program. It's a small step that delivers significant environmental benefits – for you, for your organization and for your community.

FOR MORE INFORMATION AND TO SIGN UP,
PLEASE GO TO WWW.RINGLEADER.COM.



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