

# Who's Who: Program Overview and Partner Organizations

**What is the Wrap Recycle Right Program?** The Wrap Recycle Right (WRR) program, administered by CIFFRO, provides free collection, transportation, recycling, and/or disposal of recycle-ready boat wrap material in Minnesota. In addition to offering statewide responsible material handling, the program engages stakeholders through public education efforts. The program aims to meet annual recycling benchmarks while also progressing toward long-term recovery goals outlined in Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416).

**Who is CIFFRO?** The Commercial and Industrial Flexible Film Recycling Organization (CIFFRO) is a newly formed Stewardship Organization comprised of boat wrap producers required by Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416) to establish and manage a statewide boat wrap collection and recycling program.

**Who is RLG?** [Reverse Logistics Group](#) (RLG) is a [Extended Producer Responsibility](#) compliance service provider hired by CIFFRO to help implement the Boat Wrap Stewardship Plan and ongoing management of WRR program.

## **If I want to participate as a collection site, what does this program provide at no cost?**

Public Education: CIFFRO will provide public education to collection sites and individuals on the proper method to prepare boat wrap material for recycling. A toolkit and other resources will be available online.

Collection Site Training Materials: CIFFRO will provide SOPs tailored to commercial operations, ensuring that collected material will meet recycler specifications. Training materials will include checklists, videos, etc.

Collection: CIFFRO will provide a container to collect and store recycle-ready boat wrap material that is appropriate for the site, sized for the expected volume a collection site generates, and meets program efficiency metrics.

Transportation: CIFFRO will provide material transportation to a contracted recycler or consolidator.

Recycling: CIFFRO will provide free boat wrap recycling services.

Evaluation and Reporting: As part of the WRR program, CIFFRO will gather annual feedback from Collectors on the program and its logistics. It will also report weight recycled to the Collector on an annual basis.

**Who will I be working with to become a collection site, schedule pick-ups, etc.?** You will be working with RLG's Operations Program Coordinator, Sarah Bonvallet. You can reach her directly via email at [sarah.bonvallet@rev-log.com](mailto:sarah.bonvallet@rev-log.com) or via phone at 848-248-2326.

**How can I stay informed about this Program?** Visit the WRR website and sign-up for our email updates. We will be updating the website with all program updates, public education materials, collection sites, etc.

<https://www.wraprecycleright.org/>

**How does the MPCA (Minnesota Pollution Control Agency) fit into this?** The MPCA oversees CIFFRO, sets annual goals, oversees reporting, maintains compliant producer list and handles compliance and enforcement.

<https://www.pca.state.mn.us/air-water-land-climate/boat-wrap-stewardship-program>

**Who pays for the Wrap Recycle Right Program?** Boat wrap producers that have joined CIFFRO.

**What happens to the material after it is collected?** All recycle-ready boat wrap will be delivered to recycling partners, where it will be pelletized. Some facilities will further process the material into new in-house products.



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