



**For Immediate Release**  
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## **Broad Ripple Bars, Restaurants Gear Up to Recycle More than 20 tons of Glass Each Month *Local Glass Container Producer Donates Bins to Kick Off Recycling Campaign***

MUNCIE, Ind. – In a “win win” collaboration, Verallia North America, an Indiana based manufacturer and leading producer of glass containers for the food and beverage industries in the United States is working with a number of Broad Ripple bars and restaurants, Strategic Materials, Inc. and Green Broad Ripple to improve the recycling and recovery rate of glass containers in Broad Ripple Village.

About eighteen percent of all beverages consumed in the United States each year happen in a bar, restaurant or hotel and glass containers make up about 80 percent of the container mix beverages consumed on premise. Consider these statistics on a local scale where Broad Ripple Village is home to more than 80 bars and restaurants that see more than 30,000 patrons every week. The amount of glass used in the Village quickly adds up.

Glass containers are endlessly recyclable; they can be remelted over and over again in the manufacturing process. And when that happens, significant savings in natural resources and energy are achieved, along with reducing emissions (including Green House Gases), landfill space and roadside litter. The Broad Ripple collaboration will result in the collection of more than 20 tons of glass containers each month which would have otherwise been needlessly and wastefully sent to a landfill.

In 2007, Brenda Rising-Moore, Managing Partner of Union Jack Pub-Broad Ripple and Treasurer of Green Broad Ripple, decided to do something about the glass containers which the bars and restaurants in the Village were placing in dumpsters each month. In just a short time, she was able to secure recycling bins and a contract with Strategic Materials Inc., a leading glass recycling company in North America, to collect all beer, wine and spirits bottles for recycling. With the cooperation of only seven businesses in a one-block radius, the group was able to collect and recycle more than 10 tons of glass containers each month.

“We worked hard to get the resources we needed to make this happen and to earn 100 percent participation in our block of businesses,” said Rising-Moore. “Because we were successful with the first few bars and restaurants, we decided to see if other establishments would join our efforts in 2010 so that we could make an even bigger impact with the objective of at least doubling the amount of recycled glass recovered from Village bars and restaurants. We are very pleased that the following bars and restaurants have committed to this initiative:

- Vogue
- CT Peppers
- Barley Island
- Ambrosia
- Usual Suspects/Casba
- The Wellington Pub
- Union Jack Pub-Broad Ripple
- Broad Ripple Tavern
- Crackers Comedy Club
- Naked Tchopstix
- Corner Wine Bar
- Brothers Bar and Grill
- Red Mango
- Old Pro’s Table

To help attract more establishments to the initiative, Verallia North America is donating more than 100 blue recycling bins to be stationed in each participating restaurant and bar while Strategic Materials is donating a second large receptacle centrally located outdoor offering regular removal of the glass. Broad Ripple businesses collect the glass bottles and deposit them into on-site bins and larger outdoors receptacles. Strategic Materials, Inc. then collects the glass from the large outdoor receptacles each month and processes it at its Indianapolis materials recovery facility. The recycled glass is then sold to Verallia's Dunkirk plant where it's remelted and formed into new glass containers.

"As a leader in glass packaging, Verallia North America understands the importance of partnering with other Indiana businesses to improve environmental impact by recycling glass," says Steve Rhea, Senior Vice President, Strategic Development. "Glass is 100 percent recyclable and Verallia purchases all of this sort of recycled glass it can get because it makes business and environmental sense for us to do so. Accordingly, we are pleased that this program provides an opportunity for us to support improving the recycling and recovery rate in the Village. In addition, as consumers and business alike become more carbon footprint and sustainability conscious, this collaboration further demonstrates the commitment we all have to the 3 R's ... reduce, reuse, recycle."

"This is a win-win for the entire community and the state of Indiana," said Dean Schmuhl, Area Manager for Strategic Materials. "The bars and restaurants are able to save money on waste removal and in the process are helping companies like Strategic Materials and Verallia by collecting 100 percent recyclable glass. Together we are establishing a competitive advantage for Hoosier businesses."

As the Glass Packaging Industry promotes Recycle Glass Week September 12-18, Verallia delivered 100 bins to Broad Ripple Village to kick off the recycle glass program. For more information about the glass recycling program in Broad Ripple or how to join the effort, call Brenda at 317-501-8977.

For more information on how to start a glass recycling program go to <http://www.gpi.org/recycleglass/>.

### **About Verallia and Saint-Gobain Packaging**

Verallia is the glass packaging brand of Saint-Gobain created for the glass bottles and jars market. Saint-Gobain Packaging, a major global manufacturer, designs and manufactures glass packaging that is respectful of the environment, is endlessly recyclable, preserves & promotes the quality of products. Verallia glass is pure and safe, respecting the well-being of consumers.

Verallia North America, the Saint Gobain Packaging Sector's North American business, is a major glass container manufacturer in the United States and produces Verallia brand glass bottles and jars for the wine, beer, beverage, spirits, and food container markets with 13 strategically located plants, and a state of the art distribution center.