

# Springfield Materials Recycling Facility Advisory Board

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## *For Immediate Release*

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### **Recycling Facility Releases Innovative Video**

The [Springfield Materials Recycling Facility](#) (SMRF) [Advisory Board](#) has released [Me and My Bin](#), an engaging new video about household recycling, to serve as an antidote to the misinformation that has arisen since the U.S. recycling market fell in 2018. [Me and My Bin](#) is available at [SpringfieldMRF.org](#) and on YouTube. The six minute video, produced by Boston-based [The Rendon Group](#), helps viewers understand what actually happens to the materials we place in household recycling bins. In the guise of following an empty peanut butter jar as it leaves a home, the video playfully explains what happens at a recycling processing facility.

The video is an accessible recycling introduction for classrooms, community sustainability groups, family discussions, and other settings. In the aftermath of the 2018 market crash, misleading statements were reported by major news networks, causing the public to presume that recyclable material throughout the U.S. was collected only to be thrown away. The SMRF annually processes and sells over 18,300 tons of material collected by its 65 western Massachusetts member communities. Although market values of household recyclables fell dramatically for months as a result of a market glut, manufacturers continued to purchase and use material processed at the SMRF throughout the soft market period. The recycling market has since recovered, with aluminum, HDPE (high density polyethylene) plastic, and polypropylene plastic reaching all-time high values during the last eight months.

[Me and My Bin](#) is a new tool to help Western Mass residents understand the Springfield Materials Recycling Facility—and similar processing facilities—in a fresh way. Employing humor and creativity, it sends a clear and simple message: **Recycling is important and deserves everyone's support.**

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