

## NEWS RELEASE

# The Search for Photos of Recyclable Plastic Bottles and Containers is Over

*Plastic Industry Launches Free Online Image Bank for Recycling Educators*

TORONTO (March 31, 2014) – The days of surfing internet photo banks looking for good quality, royalty-free photos of recyclable plastic bottles, jugs, jars and pots to illustrate promotional and educational materials are over, according to Cathy Cirko, Vice President of the Canadian Plastic Industry Association (CPIA).

“We’ve all done it, spent hour after frustrating hour searching for photos of plastic containers to use in presentations and promotional materials only to find that the photos are copyrighted and risky to use. CPIA decided to fix that problem for recycling educators by creating an online digital photo resource that recycling educators can use whenever and as much as they want, for free,” Cirko points out.

The [digital photo bank](http://www.plastics.ca), located on CPIA’s website ([www.plastics.ca](http://www.plastics.ca)), contains more than 40 individual, unbranded photos of plastic bottles and various types of containers that are now widely recyclable and collected in municipal resource diversion programs. The digital photos cover the most common category types including containers for bakery, beverage, dairy and deli, food, household cleaners, produce, toiletry, lawn and garden and vehicle cleaner products. Educators can download the images as .jpg, .tiff or high resolution .eps files for printing.

The opportunity for Canadians to recycle plastic packaging at curbside, drop-off depots or return-it depots is consistently changing as municipalities expand the list of acceptable materials beyond bottles to include a variety of non-bottle packaging and products. According to CPIA’s [Population Access to the Recycling of Post Consumer Plastic Packaging, published in May, 2013](#), at least 70% of Canadians now have access to recycling the full range of bottles and jars and 53% have access to recycling programs that collect non-bottle rigid plastic containers.

In addition to the individual photos of plastic bottles and containers, CPIA has created three ready-to-use advertisements that can be used as is, or manipulated into website illustrations or printed posters.

“CPIA has been talking to recycling professionals for close to a year now about what tools they need most to develop effective Promotion & Education materials for plastic bottles and containers. What we heard was that there was a gap in the availability of high quality, royalty-free images and that they needed help with the development of ready-to-use educational material. We developed the image bank with photos and grab-and-go ads to make it easy for municipalities to create professional educational materials as they expand programs to include a broader range of plastic packaging,” Carol Hochu, President and CEO, CPIA said.

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CPIA is the national, not-for-profit organization that represents the plastics industry in Canada including the manufacturers of plastic resins, the companies that use plastics in the products and packaging they produce, as well as recyclers and brand owners.

### **Illustrations:**

CPIA home page, CPIA image bank page, Collection of plastic bottles and containers

**Contact:** Darlene Gray, Canadian Plastics Industry Association, t. 905.678.7748 ext. 239