

MEDIA RELEASE

**HI-CONE JOINS IN RECYCLING
EDUCATION WITH KEEP CHICAGO
BEAUTIFUL**

APRIL 2011 Hi-Cone and ITW has been a supporter of Keep America Beautiful (KAB) and the Chicago affiliate, Keep Chicago Beautiful (KCB), for over two decades as part of its commitment to the environment and the community. Keep America Beautiful, Inc. is the nation's largest volunteer-based community improvement and education organization who engages individuals in programs that prevent litter and reduce, reuse, recycle and properly manage waste materials. One of Keep America Beautiful's most effective tools is educational programs that reaches school children across America and this is where many Hi-Cone employees dedicate their time and energy in helping with workshops that educate Illinois teachers.

At a recent, very successful educational workshop by KCB at the Chicago Center for Green Technology (CCGT) in Chicago, attendees completed a series of hands-on activities while learning about litter prevention and responsible solid waste management practices. Organized by Joyce Kagan Charmatz, President of Keep Chicago Beautiful, the curriculum and all the materials provided to participants are designed to teach K-8 activities and are aligned with the State of Illinois Goals for Learning. Workshop participants received curriculum guides, supplemental materials, and great ideas for their classrooms. The workshop qualified participants for four Continuing Professional Development Units for State of Illinois Certificate Renewal and Service Learning Credit for High School Students.

At the workshop, Hi-Cone presented information on recycling and demonstrated the properties of LDPE #4, the material used in Hi-Cone multi-pack carriers. Many of the participants were not aware that LDPE #4 is a photodegradable material. The photodegradable multipack carrier starts to lose its strength very quickly, if improperly disposed, after exposure to sunlight. Once a carrier becomes brittle, it poses minimal risk to wildlife. Since the carrier floats, photodegradation occurs on water as well as land. Hi-Cone carriers are also recyclable and can be included in recycling bins wherever #4 LDPE or mixed plastics are accepted.

The Hi-Cone team also encouraged the recycling of its carriers by individuals or by participation in the Ring Leader program. Hi-Cone developed and supports the Ring Leader Recycling Program to help in minimizing the damaging effects of litter on the environment.

The KCB workshop included a tour of the CCGT certified LEED's building for Leadership in Energy & Environmental Design (LEED). With solar panels, a roof



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