



For Immediate Release
April 1, 2021

Contact: Mike Beson
mikebeson@gmail.com
732-688-7400

Matawan Launches Pilot Program for Residential Curbside Plastic Film Recycling

*The Borough's partnership with SC Johnson makes recycling plastic film
more convenient for residents*

MATAWAN, NJ – Next week, the Borough of Matawan, in partnership with SC Johnson, an industry-leading manufacturer of household consumer brands, will kick off a pilot program to offer curbside collection of plastic film to its residents, the third program to launch in New Jersey.

Through this curbside pilot program, residents can recycle clean and dry plastic grocery bags, plastic storage bags like Ziploc® brand bags, plastic product packaging and other flexible plastic film by placing it in a separate bin alongside yard waste. The collection will take place on the first Tuesday of every month, starting on April 6, and run for one year.

“We are excited to offer an easier way for our residents to recycle plastic film and thank SC Johnson for making it possible,” said Councilwoman Stephanie Buckel. “This partnership will help protect our home and its historical waters by keeping this material out of the environment and landfill.”

The Borough of Matawan is the third town in Monmouth County to partner with SC Johnson on a pilot program to collect plastic film curbside. Prior to Matawan, Loch Arbour and Bradley Beach partnered on pilot collection programs with SC Johnson, successfully recycling almost 3,000 pounds of material.

“Capturing plastic waste so that it can be recycled is one of the most important things communities can do to protect their local environment,” said Alan VanderMolen, Senior Vice President and Chief Communications Officer at SC Johnson. “We are proud to partner with Matawan on this effort to expand plastic waste recovery options and make recycling more convenient. We hope other communities adopt similar programs because we know it can successfully be done.”

How Matawan Residents Can Participate

On the first Tuesday of every month, residents can put clean and dry plastic film materials including plastic grocery bags, plastic storage bags such as Ziploc® brand bags, dry-cleaning bags, and other flexible plastic film into one plastic bag, tie the top of the bag, put the bag in the white curbside bin provided to them, and place the curbside bin next to their yard waste. The items will then be picked up by a collection vehicle to be transported for recycling.

Three-gallon white recycling bins are available for free pick up at Matawan Municipal Community Complex located at 201 Broad Street Matawan, NJ 07747. For any additional questions about participating in the program contact Grace Rainforth, Recycling Coordinator, at (732) 566-3898 x600.

For more information or media inquiries, contact Mike Beson at mikebeson@gmail.com or at 732-688-7400.

###