

How Johnson Controls Encourages P.E.T. Plastic Recycling

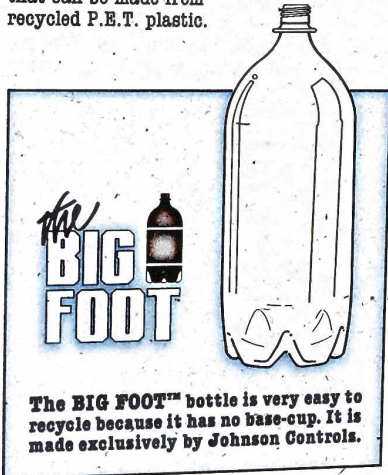


JOHNSON CONTROLS

What Johnson Controls is Doing to Encourage P.E.T. Plastic Recycling

Investing in the development of easy-to-recycle products

P.E.T. plastic (polyethylene terephthalate) is an easy-to-recycle plastic, but Johnson Controls is making recycling even easier. It has developed a one-piece P.E.T. beverage bottle called BIG FOOT™ that does not require a base-cup. This greatly eases recycling, because base-cups are made of a different type of recyclable plastic, which needs to be separated during recycling. Johnson Controls is also developing products that can be made from recycled P.E.T. plastic.



The BIG FOOT™ bottle is very easy to recycle because it has no base-cup. It is made exclusively by Johnson Controls.

Encouraging local recycling efforts

Johnson Controls helped organizations in the state of Washington to develop a P.E.T. plastic container collection program. Now citizens there are encouraged to recycle their P.E.T. plastic bottles in return for cash. Johnson Controls is also supporting recycling programs in New Jersey, Rhode Island, California and several other states.

Supporting national recycling organizations

Johnson Controls has played an important role in forming NAPCOR (The National Association for Plastic Container Recovery) and the Plastic Recycling Foundation. These organizations are supporting important research into methods for collecting the P.E.T. plastic bottles, reprocessing the plastic, and utilizing the reprocessed plastic.

Johnson Controls supports programs that encourage consumers to recycle their P.E.T. plastic bottles for cash.



P.E.T. MAKES CENTS

What You Can Do

1. Learn more about P.E.T. plastic recycling in your own community

Contact your local recycling center to see what your community is doing to encourage recycling of P.E.T. plastic. If there is a Johnson Controls bottle plant nearby, you can ask them about local P.E.T. recycling efforts.

2. Recycle your own P.E.T. plastic containers and other recyclables

Make it a goal to not let any of your P.E.T. containers go to waste. Your whole family can help in sorting the bottles for curbside collection or in taking the bottles to the local dropoff site.

When every person does their part, the result is amazing.



This brochure is printed on recycled paper.

Everybody Wins When Everybody Recycles.

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How to Make a Great Plastic Serve You Better



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P.E.T. Plastic is an Incredible Material

Fifteen years ago, who would have envisioned a container that was as clear as a glass bottle, as light as a paper carton, and as unbreakable as an aluminum can? It would truly seem like a "dream container," and yet it happened, because of P.E.T. plastic. P.E.T. stands for polyethylene terephthalate, and P.E.T. has revolutionized the beverage container industry.

Clarity, light-weight, and exceptional strength make the P.E.T. container a consumer favorite.

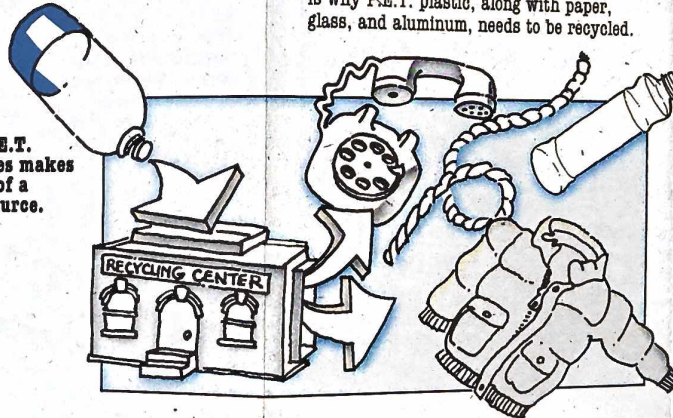


One of the Best Things About P.E.T. Plastic is that it is Recyclable

The P.E.T. beverage container is by far the most popular container in the "family sized" beverage segment, but many people are still not aware that P.E.T. is very easy to recycle.

The recycling process is simple. The bottles are collected either at the curbside or at collection centers. These collected bottles are then taken to reprocessing centers, where the bottles are shredded and the labels, caps, and base-cups are separated through various processes. The resulting flakes of P.E.T. are then made into fibers and other valuable products.

Recycling P.E.T. plastic bottles makes the best use of a valuable resource.



Why We All Must Put Forth More Effort to Recycle Our Resources

Nearly 20% of the P.E.T. used in beverage containers is already being recycled, but there are several reasons why even more of the P.E.T. containers should be recycled.

■ P.E.T. plastic is one part of the coming crisis in landfill sites.

If you are like the average American, you generated over 1,100 pounds of garbage last year. That is why landfill sites are rapidly filling up. But new landfill sites are so far from the city that it is very expensive to transport the trash.

P.E.T. plastic containers are up to 1% of the volume of that trash (0.5% by weight). That is why P.E.T. plastic, along with paper, glass, and aluminum, needs to be recycled.

■ P.E.T. plastic can be recycled for other valuable uses

Why bury P.E.T. plastic in landfills when it can be recycled into many useful products, such as fiber for carpets, fiberfill for pillows, strapping for packaging, and injection-molded parts for appliances?

■ P.E.T. plastic can provide clean, efficient energy

P.E.T. plastic burns very efficiently and cleanly. So burying P.E.T. plastic in landfills is needlessly wasting a valuable energy resource. It is much better to incinerate or recycle the P.E.T. plastic.

P.E.T. plastic bottles are only part of the landfill dilemma, but recycling prevents a small problem from growing.

