

COLLECTION SITES PROGRAM TOOLKIT

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TABLE OF CONTENTS

Program Introduction.....	3
What is EPR law?	
Who is CIFFRO?	
Who is RLG?	
What is WRR?	
Toolkit Purpose	
Quick Start Guide.....	4
Who is considered a Collection Site?	
Collection Site Roles	
4-Step Setup for New Sites	
Responsibilities.....	8
Accepted vs. Non-Program Materials vs. Alternative Products	
Transportation & Recycling Logistics	
Public Material Drop-Off	
Acceptable vs. Unacceptable Storage Methods	
Container Pick-Up and Drop-Off Coordination	
Frequently Asked Questions (FAQ).....	12
Training & Support.....	13
Promotional Materials.....	14
Infographic: Why Recycle Boat Wrap?	
Signage & Informational Flyers	
Social Media Graphics & Post Templates	
Additional Resources.....	16
Program Brand Guidelines	
End of Year Report	

PROGRAM INTRODUCTION

What is EPR law?

Extended Producer Responsibility (EPR) is an environmental strategy that holds companies accountable for the entire lifecycle of their products, from creation to disposal. In early 2024, Minnesota became the first U.S. state to establish a product stewardship program for boat wrap. State law requires boat wrap producers to designate and become members of a stewardship organization and operate under the approved stewardship plan to sell or distribute boat wrap in or into the state. The stewardship organization, on behalf of producers, will promote the program and cover the cost of boat wrap collection, transportation, and recycling.

Who is CIFFRO?

The Commercial and Industrial Flexible Film Recycling Organization (CIFFRO) is a newly formed stewardship organization comprised of boat wrap producers required under Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416) to establish and manage a statewide boat wrap collection and recycling program.

Who is RLG?

[Reverse Logistics Group \(RLG\)](#) is an Extended Producer Responsibility and environmental compliance service provider hired by CIFFRO to help implement the Boat Wrap Stewardship Plan and manage the ongoing WRR program.

What is the Wrap Recycle Right (WRR) Program?

The Wrap Recycle Right (WRR) program, administered by CIFFRO, provides free collection, transportation, and recycling of recycle-ready boat wrap material generated in Minnesota. In addition to offering statewide responsible material handling, the program engages stakeholders through public education efforts. The program aims to meet annual recycling benchmarks while also progressing toward long-term recovery goals outlined in Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416).

What is the purpose of this toolkit?

This toolkit supports Collection Sites by providing the information and resources needed to operate a successful and compliant collection site. It also helps Collection Sites understand their responsibilities as program partners, train staff on proper handling standards, educate the public about boat wrap recycling, promote participation in the Wrap Recycle Right program, and connect with other Collection Sites and the broader boating community.

QUICK START GUIDE 1 of 4

Who is considered a Collection Site?

Any public or private site that collects boat wrap waste from individual and/or commercial boat wrap generators is considered a Collection Site. This includes but is not limited to recycling centers, materials recovery facilities (MRFs), transfer stations, boat marinas, boat dealers, boat storage facilities, etc.

Sites can be "participating Collection Sites" if currently in the program, or "potential Collection Sites" if they have expressed an interest in participating in the program.

Collection Site Roles

- **Collection Site Manager** - *Business Representative operating a Single Site*
 - Manages day-to-day operations at a collection site
 - Coordinates with Regional Manager and/or Program Operations Coordinator
 - Implements WRR training and SOPs
- **Collection Site Staff** - *On-Site Personnel*
 - Handles material intake, sorting, and preparation
 - Follows SOPs and ensures material meets recycler specifications

Step #1: Understand Recycle-Ready Handling Standards

The collection site manager and staff must have an understanding of best practices when handling boat wrap to ensure it is recycle-ready. When removing boat wrap, any contaminants such as vents, doors, zippers, strapping, rope, buckles, wood, or debris should be disposed of as solid waste. Program material should be kept as clean and dry as possible.

Collection sites are responsible for properly preparing boat wrap material to meet recycle-ready standards.

While WRR provides training, guidance, and communication tools to minimize contamination, sites must consistently follow these procedures. If a site is unable to meet the required standards despite support and corrective efforts, its continued participation in the program may be reevaluated.

[See Page 5 for Preparing Boat Wrap for Recycling](#)

QUICK START GUIDE 2 of 4

Step #1 (continued): Preparing Boat Wrap for Recycling

Tip for Success: Unwrap the boat on a dry, sunny day with concrete or asphalt beneath it.

1. **While still on boat, cut shrink wrap horizontally above the perimeter band.** It is recommended to use a shrink wrap knife to reduce the risk of damaging the boat, but a utility knife or box cutter will also work. Keep any strapping separate from the shrink wrap since it is not recyclable. Any excessively dirty or wet shrink wrap is not recyclable, so be mindful of that when removing it from the boat.
2. **Cut out or remove any accessories** such as vents, doors, zippers, strapping, rope, buckles, wood, or debris (anything that is not shrink wrap material). These can be saved for future use; they are not recyclable and should be disposed of with regular trash. Sometimes it can be fastest to remove accessories prior to removing the shrink wrap. **Shrink tape is recyclable and does not have to be removed.**
3. **Roll up the shrink wrap** by starting at the bow, working towards the stern. Depending on the size of the boat, it may be easier to slice the wrap into long sections and roll up once on the ground. Fold into 4-foot widths before rolling up like a sleeping bag. Use a strip of shrink wrap to tie up the bundle to keep it compact (never use rope or strapping since it cannot be recycled).
4. **Remove any remaining accessories or bands.** Buckles and support pole end caps can be saved for future use if removed carefully. Nylon strapping should be disposed of with regular trash.
5. **Wrap Recycle Right!** Place the rolled up recycle-ready boat wrap into the designated Wrap Recycle Right collection container.

Download our convenient 5.5 × 8.5 inch half-sheet with step-by-step instructions for preparing your boat wrap for recycling.

[See Page 14 for more information on free promotional resources available to you.](#)



QUICK START GUIDE 3 of 4

Step #2: Understand Collection Container Procedures

To ensure efficient use of the collection container and support the sustainability goals of this program, please follow these guidelines when preparing and depositing boat wrap:

- **Inspect for Contaminants:** Before depositing boat wrap into the collection container, inspect the container and remove any non-recyclable items. Only clean, recycle-ready boat wrap should be inside.
- **Cut Large Wraps:** For oversized boat wraps, cut them into manageable sections before placing them in the container. This helps optimize space and makes handling easier.
- **Roll Tightly:** After removing the recycle-ready boat wrap, roll it tightly to minimize air pockets and maximize space within the container.
- **Maximize Container Efficiency:** Due to the bulky nature of boat wrap material, it is essential to pack the container effectively. Proper rolling and cutting will help reduce the number of pickups needed and lower the program's environmental footprint.
- **Reject Non-Compliant Material:** Any material that is not recycle-ready boat wrap, such as dirty, painted, or mixed-material wraps, must be disposed of in its properly designated waste container.
- **Do not heat shrink the plastic to compress it.**

[See Page 11 for Acceptable vs. Unacceptable Storage Methods.](#)

Step #3: Assess Your Site's Operational Needs

Boat wrap collection in Minnesota is a seasonal activity, with the bulk occurring in the spring as boats are unwrapped, and a smaller volume of off-cuttings collected in the fall. Talk with your team to determine:

- Approximate volume of recycle-ready boat wrap you would collect annually
- Best collection method for your site (event-based, seasonal, recapture bags, dumpster, etc.)
- Available space and staffing capacity

QUICK START GUIDE 4 of 4

Step #4: Contacting Wrap Recycle Right (WRR)

Collection Site Managers interested in participating in the WRR program will collaborate with the Program Operations Coordinator to determine the most effective setup for their location. Each site will have unique operational needs, and the WRR team will help tailor the onboarding process and solutions to align with program goals and site-specific logistics.

While WRR provides guidance and support, participating collection sites are responsible for managing their operations in a manner that is safe, efficient, and compliant with all applicable local, state, and federal regulations.

Contact the WRR Operations Program Coordinator

Name: Sarah Bonvallet
Email: sarah.bonvallet@rev-log.com
Phone: (848) 248-2326



RESPONSIBILITIES 1 of 4

Accepted Materials

Boat Wrap: plastic that is used, intended for use, designed, or marketed for the purposes of wrapping a boat to protect it against moisture and damage from other potentially harmful elements during storage.

Condition Requirements: Boat wrap must be clean, dry, and free of contaminants (i.e., strapping, vents, adhesives, metal, etc).



Non-Program Materials

Participating collection sites must ensure that the free collection is limited to recycle-ready boat wrap waste only. If boat wrap waste contains any of the items below, it is not considered recycle-ready and must be excluded from collection.

As defined in Minn. Stat. § 115A.1416 and WRR's Minnesota Program Plan, these materials are **excluded** from the definition of boat wrap:

- Boat wrap waste that has any additional elements still attached, including nylon strapping, buckles, zippers, vents, rope, portholes, doors, paint, etc.
- **Boat wrap waste that is severely wet, moldy, or soiled**
- Agricultural or bale film
- Plastic grocery bags/takeaway bags
- Out-of-state boat wrap
- Tarps, blankets, trash
- Other non-program material, etc.



RESPONSIBILITIES 2 of 4

Alternative Products

Collection sites may occasionally encounter alternative boat wrap material that is not compatible with the WRR recycling stream. Proper identification and handling of these materials is essential to maintain the integrity of recyclable loads.

MATERIAL TYPE	APPEARANCE	ACTION
<p>Biodegradable Plastic Film</p> 	<p>Typically, a mint green color and marked as biodegradable</p>	<p>This material must not be mixed with recyclable boat wrap.</p> <p>It should be disposed of with general waste.</p>
<p>Multi-Layered Plastic Film</p> 	<p>White plastic film outer layer but contains a softer, fabric-like inner layer (i.e., Transshield)</p>	<p>This material is not suitable for recycling through the WRR program.</p> <p>Contact the Program Operations Coordinator for the most appropriate disposition method.</p>
<p>Fabric-like Inner Layer</p> 	<p>Inside of a multi-layered plastic film containing a softer, fabric-like material (i.e., Transshield)</p>	<p>This material is not suitable for recycling through the WRR program.</p> <p>Contact the Program Operations Coordinator for the most appropriate disposition method.</p>

RESPONSIBILITIES 3 of 4

Transportation & Recycling Logistics

The collection sites' logistics model and mutually agreed-upon communication protocol will determine the exact details of coordinating pickups and drop-offs of collection containers. In general—collection sites, transporters and recyclers must contact the WRR Program Coordinator to request pickups, manage cancellations, coordinate deliveries and report issues and data.

Transporters: WRR will assign each collection site a transporter to provide both a collection container and/or transport services. A collection site may choose to provide its own storage containers and transportation. Such locations must schedule drop-off time with a recycler through WRR's Operations Program Coordinator. They may send recycle-ready boat wrap waste only to recyclers contracted by WRR.

- Upon request, WRR-contracted transporters will provide participating locations with evidence of adequate insurance coverage.
- Upon request, the assigned transporter will pick up full dumpsters and drop off an empty dumpster at the same time.
- On the scheduled pickup day, the collection site must make the collection container readily accessible to the transporter.

Recyclers: Those under contract with WRR shall meet environmentally sound management requirements and established recycling standards to accurately account for all recycle-ready boat wrap waste received by their facility. Collection sites will be assigned a WRR recycler to best service them.

Public Material Drop-Off

Collection sites are NOT required to offer public drop-off for boat wrap. If your site has agreed to be a public-facing drop-off, all recycle-ready boat wrap waste must be accepted at no cost. It is the responsibility of the boat wrap generator to properly prepare the material for recycling prior to drop-off. Ultimately, the collection site will be held accountable for high levels of contamination.

Best practices for public-facing collection sites include public education on proper boat wrap preparation, appointment-only drop-offs to reduce illegal dumping and contamination, and material segregation to ensure recyclable and non-recyclable materials are properly separated.

[See Page 5 for Preparing Boat Wrap for Recycling](#)

RESPONSIBILITIES 4 of 4

Proper Storage Methodologies

Boat wrap must be stored in a clean, dry, and protected environment that shields the material from weather, debris, and contamination as pictured below:



Unacceptable Storage Methodologies

Boat wrap must not be stored in locations that expose it to damage, contamination, or environmental degradation, as pictured below. [Contact the WRR Operations Program Coordinator](#) to learn more about material types and appropriate storage techniques.



Container Pick-Up and Drop-Off Coordination

To schedule the pickup or drop-off of a collection container, the collection site must contact the WRR Program Coordinator. Upon receiving the request, the WRR Program Coordinator will:

- Coordinate with the recycler to secure a dock time.
- Notify the transporter with confirmed dock time and provide the necessary bill of lading.
- Inform the collection site of the estimated pickup and/or drop-off time.
- Respond to any issues that arise with the pickup and/or drop-off.

FAQ

What is boat wrap?

Boat wrap is plastic used, intended for use, designed, or marketed to wrap a boat to protect it from moisture and damage during storage.

What condition does boat wrap need to be in to be recyclable?

Boat wrap must be clean, dry, and free of contaminants such as strapping, vents, adhesives, metal, etc. [See Page 5 for Preparing Boat Wrap for Recycling.](#)

What materials are NOT accepted in the program?

The program does not accept wrap with attachments, wet/moldy/soiled wrap, agricultural film, plastic bags, out-of-state wrap, tarps, or trash.

Can I accept biodegradable boat wrap?

No. Biodegradable plastic film must not be mixed with recyclable wrap and should be disposed of with general waste.

Can I accept multi-layered plastic film like Transhield?

Currently, multi-layered plastic film with a fabric-like inner layer is not suitable for recycling through the WRR program.

Does shrink tape need to be removed?

No. Shrink tape is recyclable and does not have to be removed.

How should I prepare boat wrap for the collection container?

Remove contaminants, cut into manageable sections, roll tightly, and tie with a strip of shrink wrap.

What if someone drops off contaminated boat wrap at my site?

You may screen material at your discretion; material that is not recycle-ready should be disposed of as solid waste.

How do I schedule a pickup?

Contact the WRR Operations Program Coordinator, Sarah Bonvallet, at sarah.bonvallet@rev-log.com or (848) 248-2326.

Is there a cost to participate in the program?

No. The WRR program provides free collection, transportation, and recycling for recycle-ready boat wrap.

TRAINING & SUPPORT

Wrap Recycle Right Website: www.wraprecycleright.org

The program website will serve as the central hub for information, resources, and stakeholder engagement. An updated website will be launched with essential content, including an overview of the program, downloadable materials for different stakeholder groups, and a contact form for inquiries.

Press Releases

Concise, informative press releases will be created to announce the program launch and relevant updates. It will highlight the environmental benefits of boat wrap recycling, direct readers to the program website for more information, and provide contact details for follow-up. All press releases will be reviewed in coordination with the MPCA and distributed to relevant media outlets and stakeholder networks. This communication will help raise public awareness and drive early engagement with the program.

Email Communication Tool

To maintain consistent and targeted communication with varying stakeholder groups, an email communication platform will be utilized. This tool will allow the Operations Program Coordinator to send updates, reminders, and educational content to producers, retailers, and community partners. It will also provide internal stakeholders with analytics on open rates and engagement, helping to refine messaging strategies. Branded sender address and basic email templates will be created to ensure professional and recognizable outreach.

Collection Site Contracts

Each program partner will receive a tailored SOP outlining their specific responsibilities and BMPs to ensure material quality and compliance. Collection sites—whether public, private, or operated by shrink wrappers—will also receive signage to guide proper drop-off behavior and discourage contamination.

All partners will be required to sign CIFFRO participation agreements, formalizing their role in the recycling chain. These agreements will help establish accountability, reporting requirements, and ensure consistent standards across the state.

PROMOTIONAL 1 of 2

Informational Flyers
Outreach • Instructions • General Awareness



How To Become A Collection Site
8.5 x 11
CMYK



Why Recycling Is Important
8.5 x 11
CMYK



Preparing Boat Wrap for Recycling
5.5 x 8.5
CMYK

PROMOTIONAL 2 of 2

Social Media Post Templates

We announce new collection sites on our Wrap Recycle Right social media pages and can tag your organization's profiles in the post. Customize these pre-written posts and ready-to-post templates when you are ready to promote your collection site.

Follow us on social media for the latest news, program updates, and to ensure you never miss an opportunity to share important content with your audience.

Facebook & Instagram: @wraprecycleright

LinkedIn: @wraprecycleright

Hashtags: #WrapRecycleRight #WRR #MNBoatWrap

DOWNLOAD ASSETS HERE



- Two colorways
- 1080 x 1350
- RGB, digital
- Copy included



We are proud to be a Wrap Recycle Right collection site! We now accept used boat wrap for free and recycle it. Find out more: [linkbacklink](#) for your facility!

Thanks to the Wrap Recycle Right program, we are ensuring proper collection and recycling of used boat wrap. Minnesota boaters can drop off their boat wrap at our facility for free! [linkbacklink](#) for your facility!

Your used boat wrap can have a better life. Let Wrap Recycle Right recycle it. Drop it off for free at our facility. [linkbacklink](#) for your facility!

What happens to your boat wrap after you drop it off with us? It gets cleaned, sorted, and processed into pellets. These materials get recycled into many other useful products. Learn more: [linkbacklink](#) for your facility!

Give your used boat wrap new purpose! Bring it to our Wrap Recycle Right collection site where it can be recycled into park benches, playground equipment, and more! [linkbacklink](#) for your facility!

Unwrapping your boat this spring? Don't throw away that old boat wrap! Drop it off for free at our facility through the Wrap Recycle Right program. [linkbacklink](#) for your facility!

Recycle your used boat wrap at our Wrap Recycle Right collection site! We accept clean, dry boat wrap for free! [linkbacklink](#) for your facility!



- Two colorways
- 1600 x 1000
- RGB, digital
- Copy included



We are proud to be a Wrap Recycle Right collection site! We now accept used boat wrap for free and recycle it. Find out more: [linkbacklink](#) for your facility!

Thanks to the Wrap Recycle Right program, we are ensuring proper collection and recycling of used boat wrap. Minnesota boaters can drop off their boat wrap at our facility for free! [linkbacklink](#) for your facility!

Your used boat wrap can have a better life. Let Wrap Recycle Right recycle it. Drop it off for free at our facility. [linkbacklink](#) for your facility!

What happens to your boat wrap after you drop it off with us? It gets cleaned, sorted, and processed into pellets. These materials get recycled into many other useful products. Learn more: [linkbacklink](#) for your facility!

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Recycle your used boat wrap at our Wrap Recycle Right collection site! We accept clean, dry boat wrap for free! [linkbacklink](#) for your facility!

Need assistance?

[Please reach out to the WRR Operations Program Coordinator.](#)

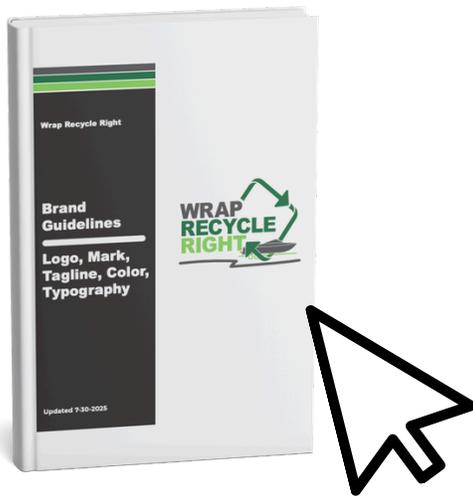


Additional Resources

Program Brand Guidelines — [DOWNLOAD HERE](#)

The consistent use of CIFFRO's Wrap Recycle Right logo and associated assets is of the utmost importance as it enhances public awareness and recognition of our efforts. Please make sure to follow usage instructions carefully.

For acceptable use guidelines and approval of any marketing, advertising or physical collateral please seek approval from the approving entity at mnboatwrapepr@poly-america.com.



Program Logos

See Pages 2-4 and 8 in the Brand Guidelines regarding usage.



Primary



Secondary

Program Colors

See Page 5 in the Brand Guidelines regarding usage.



Basic Usage Rules:

- Do not alter the logo in any way. This includes changing proportions, colors, or rearranging elements.
- Do not use the boat icon or recycle arrows icon alone. These elements may only be separated from the full logo when the primary logo is clearly highlighted in supporting materials. They do not represent the brand on their own.
- Do not separate the brand name from its associated graphic elements or embellishments.
- Maintain correct proportions of the logo. When resizing, hold SHIFT (in Microsoft Office or similar programs) to keep aspect ratio intact and avoid stretching.
- Logo size should be set according to the use case, but maintain legibility at all times.

Additional Specifications:

- Primary Font: Arial Black (*Light to Extra Bold*)
- Secondary Fonts:
 - Open Sans (*Regular, Italic, Bold*)
- Alternatives:
 - Montserrat (*headings*)
 - Nunito (*body text*)



THANK YOU!



Your participation in this program helps ensure all Minnesotans benefit from:

- Convenient options to responsibly manage boat wrap. Rather than disposing of boat wrap, Minnesotans will be able to easily and responsibly recycle it. The product stewardship program will need to accept all discarded boat wrap regardless of who produced it.
- Boat owners, marinas, and boat storage establishments will not have to pay for the management of discarded boat wrap. The product stewardship program will cover the cost of collection, transportation, recycling, and operations.
- Investment in education and jobs. The program includes public education requirements for the stewardship organization, raising awareness of the program with boat wrap purchasers, and aiding in business development related to boat wrap collection and management.

FUTURE REPORTING

Beginning on March 1, 2026, and annually thereafter, CIFFRO will submit an end-of-year report.

This report includes all criteria required by the Law and outlined in the Plan— providing a statewide overview of collection and recycling activities, evaluation of educational outreach, and a summary of performance metrics and financial accountability from the previous calendar year.



Details will be shared with all Collection Sites and online at www.wraprecycleright.org.