



# RETAILER RESOURCE GUIDE

PUBLISHED MAY 2026

# TABLE OF CONTENTS

**Program Overview.....3**  
 What the EPR Program Is?  
 Why the EPR Program Matters?  
 Who Is CIFFRO?  
 What Is WRR?  
 How This Toolkit Supports Retailers

**Responsibilities.....4**  
 Retailer Responsibility Step-By-Step Checklist  
 Retailer Best Practices

**Frequently Asked Questions (FAQs).....6**

**Promotional Materials.....7**  
 Point of Sale Material & Informational Flyer  
 Email Language to Notify Customers About Recycling Options  
 Talking Points to Use with Customers  
 Social Media Graphics & Post Templates

**Additional Resources.....11**  
 Preparing Boat Wrap for Recycling  
 Accepted vs. Non-Accepted Program Materials  
 Alternative Non-Compatible Boat Wrap Materials  
 Understanding Recycle-Ready Handling Standards  
 Program Logo & Branding Guide  
 Map of All Collection Sites

# PROGRAM OVERVIEW

## What the EPR program is?

The Boat Wrap Stewardship Program is Minnesota's statewide system for collecting, transporting, and recycling used boat wrap — managed by Wrap Recycle Right and funded by producers under Minnesota's Extended Producer Responsibility law.

## Why it matters?

Boat wrap is a high-quality material — and recycling it keeps those materials in circulation rather than out of use. The Wrap Recycle Right Program makes recycling accessible and free for Minnesota boaters, ensuring used boat wrap gets a second life.

For retailers, EPR matters because:

- It creates a level playing field — all sellers, producers, and wholesalers of boat wrap in Minnesota are held to the same standards
- It gives your customers an accessible end-of-life option for the products you sell
- It positions your business as part of keeping valuable materials in circulation

For Minnesota's boating community, EPR matters because it ensures high-quality materials keep working harder — recycled into tomorrow's resources.

## 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.

## 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).

## How this guide supports Retailers?

This guide supports retailers by providing clear, consistent guidance for those selling boat wrap in or into Minnesota. Retailers play an essential role in supporting Minnesota's Boat Wrap Extended Producer Responsibility (EPR) law, both by ensuring compliant sales practices and by helping customers understand how to properly manage and recycle boat wrap. This guidance applies to both business-to-business (B2B) and business-to-consumer (B2C) sales, and it also extends to wholesalers who distribute boat wrap within the state.



# RESPONSIBILITIES

## Retailer Responsibilities Include:

### Step 1:

Verify producer compliance under the Law by routinely checking the [MPCA website](#) for the most up-to-date list of compliant producers before placing orders to purchase boat wrap.

### Step 2:

Record the date of each boat wrap order and supplier producer name, and retain printed or digital proof of producer status on the date of purchase.

\* Retailers should maintain clear, auditable records demonstrating that boat wrap was purchased from a compliant producer at the time of the transaction. Acceptable approaches may include:

1. Saving a screenshot or PDF of the MPCA-compliant producer list on the date of purchase
2. Maintaining copies of invoices or purchase orders that include:
  - Supplier name
  - Date of purchase
  - Product details
3. Documenting compliance verification by:
  - Noting the date the MPCA list was checked
  - Recording the producer's compliance status at that time
4. Keeping digital records in a centralized location (e.g., shared drive, compliance folder, or procurement system) to allow for easy retrieval during audits
5. Using internal tracking logs or spreadsheets to link:
  - Purchase date
  - Supplier/producer name
  - Verification date and method (e.g., MPCA list screenshot)

### Step 3:

Subscribing to updates from CIFFRO and MPCA to receive timely alerts regarding the compliance status of existing producers or new producers entering the program.

### Step 4:

Communicate Law requirements and updates internally with purchasing and retail staff regularly.

### Step 5:

Conduct a monthly or regular inventory review and audit recent purchases for continued compliance.

# RESPONSIBILITIES

**By following the best practices and responsibilities outlined in this guide, retailers can:**

- Ensure the entity you are purchasing boat wrap from are compliant with Minnesota's Boat Wrap EPR law
- Provide accurate information to customers purchasing boat wrap
- Support statewide efforts to divert plastic waste from landfills
- Promote safe, efficient, and environmentally responsible handling of unwanted boat wrap
- Strengthen customer trust by demonstrating environmental stewardship

## Contacting Wrap Recycle Right (WRR)

Retailers and wholesalers interested in participating in the WRR program will collaborate with the WRR team to determine program enrollment. Each retailer will have unique operational needs, and the WRR team will help tailor the onboarding process and solutions to align with program goals and logistics.

While WRR provides guidance and support, participating retailers 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 team

**Name:** Denise Diorio McVeigh, *EPR Services and Stakeholder Engagement Manager at RLG*  
**Email:** [Denise.McVeigh@rev-log.com](mailto:Denise.McVeigh@rev-log.com)  
**Phone:** (848) 247-3324



# FAQ

## **Who is considered a Retailer under this program?**

A Retailer is any entity that sells or offers boat wrap for sale in or into Minnesota by any means — including marinas, boat dealers, storage facilities, and online sellers — covering both B2B and B2C transactions.

## **Does this law apply to online sales into Minnesota?**

Yes — the law applies to boat wrap sold, offered for sale, imported, or distributed in the state by any means, including online sales, telephone, email, and any other channel.

## **What are Retailers responsible for under Minnesota's EPR law?**

Retailers must verify Producer compliance on the MPCA website before placing orders, retain proof of compliance at the time of purchase, and keep purchasing staff informed of any changes. A monthly inventory review and audit of recent purchases is also required.

## **Can a Retailer also be a Producer?**

Yes — if a Retailer also manufactures, imports, or distributes boat wrap, they carry responsibilities under both roles.

## **Can Retailers become a collection site?**

Yes, Retailers may voluntarily become a designated boat wrap collection point by completing the [collection site interest form](#) and reviewing the [Collection Site Guidelines](#) at [wraprecycleright.org](http://wraprecycleright.org).

## **What does it mean for a Producer to be 'compliant'?**

A compliant Producer has signed the Producer Participation Agreement with CIFFRO and is actively fulfilling their obligations, including paying required stewardship fees — verified via the MPCA website.

## **What happens if I purchase boat wrap from a non-compliant Producer?**

A Retailer is not in violation of the law if, on the date the boat wrap was ordered, the Producer was listed as compliant on the MPCA website — so checking and documenting compliance at the time of each order is essential.

## **Are wholesalers included in this statewide program?**

Wholesaler is not defined within the statute. In the absence of a definition in statute, courts may look to dictionary definitions to determine the plain and ordinary meaning of a word. In the context of the statute, common definitions of a wholesaler refer to a person selling primarily to retailers or businesses for resale.

# PROMOTIONAL

1 of 4

## Point of Sale Materials

Retailer and Wholesaler - Customer-Facing Point of Sale Signage



### Option 1

8.5 x 11  
CMYK



### Option 2

8.5 x 11  
CMYK

## Point of Sale Materials - Compliance Reminder

Retailer and Wholesaler - Retailer-Facing Signage



### Option 1

11.25 x 20  
CMYK



### Option 2

11.25 x 20  
CMYK





# PROMOTIONAL 3 of 4

## Email Language to Notify Customers About Boat Wrap Recycling Options:

**Retailers & Wholesalers: Customer Notifications**  
These talking points help retail staff explain how boat wrap recycling works in Minnesota and what customers should do with used wrap.

**1. Service Reminder (Short & Sweet)**  
Subject: Boat Wrap Recycling in Minnesota: Wrap Recycle Right

Dear Customers,

Minnesota has a statewide boat wrap recycling program called Wrap Recycle Right. The program supports free collection and responsible recycling of recycle-ready boat wrap generated in Minnesota.

When you're done with your wrap:

- Keep it clean and dry
- Remove straps/ropes/vents and other attachments
- Roll it up and drop it off at a participating collection site

Find drop-off locations and prep instructions: [wraprecycleright.org](http://wraprecycleright.org)

You can also view the list of compliant producers and program information from the Minnesota Pollution Control Agency (MPCA): <http://www.pca.state.mn.us/can-water-land-comater/boat-wrap-stewardship-program>

Thank you,  
(Retailer/Wholesaler Name)  
(Phone) | (Location) | (Website)

**2. Compliance & Public Education (Best for Customer Lists)**  
Subject: We Support Wrap Recycle Right — How to Recycle Boat Wrap in Minnesota

Dear Customers,

We're proud to support Minnesota's Boat Wrap Stewardship Program and the Wrap Recycle Right program. WRR provides statewide collection support and recycling for recycle-ready boat wrap generated in Minnesota.

What this means for you:

- When you purchase boat wrap from us, you're choosing a supplier that supports Minnesota's recycling infrastructure.
- When you're done with the wrap, you can recycle it through WRR instead of sending it to the landfill.

How to recycle boat wrap:

- 1) Remove non-plastic attachments (straps, ropes, vents, zippers, debris)
- 2) Keep wrap clean and dry
- 3) Roll it up and tie with wrap only
- 4) Drop off at a participating collection site

Find details here:

- Program map: [www.wraprecycleright.org/program-map](http://www.wraprecycleright.org/program-map)
- Prep instructions: [www.wraprecycleright.org/how-to-recycle](http://www.wraprecycleright.org/how-to-recycle)

**CIFFRO**, P.O. Box 73 Shakopee, MN 55379  
[info@wraprecycleright.org](mailto:info@wraprecycleright.org) [wraprecycleright.org](http://wraprecycleright.org)

## Talking Points for Retail Staff to Use with Customers:

**Retailers & Wholesalers: Talking Points for Staff**  
These talking points help retail staff explain how boat wrap recycling works in Minnesota and what customers should do with used wrap.

**1. Minnesota Has a Boat Wrap Stewardship Program**

What to say:

- "Minnesota runs a statewide program called Wrap Recycle Right."
- "It's designed to keep plastic boat wrap out of landfills and protect our lakes and waterways."
- "The program is funded by boat wrap producers, so recycling is free for boat owners."

Why this matters to customers:

- It's a state-supported program
- It's easy and convenient
- It helps reduce plastic waste locally

**2. Plastic Boat Wrap Can Be Recycled\***

What to say:

- "Most traditional plastic boat wrap is recyclable."
- "When it's handled correctly, it can be turned into new products instead of being thrown away."

Helpful clarifications (if asked):

- Boat wrap is made from LDPE plastic, which is widely recyclable when kept clean and dry.
- Wrap labeled biodegradable must go in the trash—it can't be recycled with plastic boat wrap.
- Multi-layer or fabric-lined wrap can be reused, but once it's no longer usable, it should be disposed of in the trash.

**3. It's Easy to Find a Drop-Off Site** — [www.wraprecycleright.org/program-map](http://www.wraprecycleright.org/program-map)

What to say:

- "There are collection sites located across Minnesota."
- "You can find the closest one by visiting their website: [wraprecycleright.org](http://wraprecycleright.org)"
- "The site also shows hours, location, and prep instructions."

Tip for staff: Point to a posted QR code, counter card, or poster about the program when sharing this.



**4. Preparing Boat Wrap is Simple** — [www.wraprecycleright.org/how-to-recycle](http://www.wraprecycleright.org/how-to-recycle)

What to say:

- "Prepping the wrap is pretty straightforward."
- "It just needs to be clean, dry, and free of anything that isn't plastic wrap."
- "Recycling only works if the wrap is clean and free of attachments."

Tip for staff: If available, hand out [www.wraprecycleright.org](http://www.wraprecycleright.org) Drop-Off Site Prep Card. Otherwise, point to website QR code.

**Simple Closing Line**  
"If you recycle your boat wrap through Wrap Recycle Right, you're helping keep plastic out of Minnesota landfills and waterways."

**CIFFRO**, P.O. Box 73 Shakopee, MN 55379  
[info@wraprecycleright.org](mailto:info@wraprecycleright.org) [wraprecycleright.org](http://wraprecycleright.org)

[DOWNLOAD ASSETS HERE](#)



# PROMOTIONAL 4 of 4

## Social Media Post Templates

We announce compliant retailers on our Wrap Recycle Right social media pages and can tag your organization's page in the post.

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



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



**Need assistance?**

[Please reach out to the WRR team](#)



# ADDITIONAL RESOURCES

[See Page 4 for \*\*Understanding Recycle-Ready Handling Standards\*\*](#)

[See Pages 5-7 for \*\*Preparing Boat Wrap for Recycling\*\*](#)

[See Page 8 for \*\*Accepted vs. Non-Accepted Program Materials\*\*](#)

[See Page 9 for \*\*Alternative Non-Compatible Boat Wrap Materials\*\*](#)

[See Page 16 for \*\*Program Logo & Branding Guide\*\*](#)

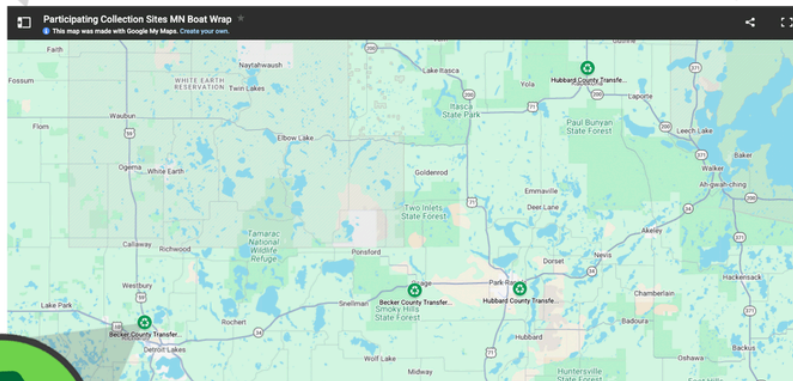
Interactive Program Map of All Public Collection Sites:



**Navigation Pane**  
Find a location



**Share Button**  
Get others involved



**Fullscreen Mode**



**Location Site**  
View details

# THANK YOU!



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

- Convenient solution to responsibly manage and purchase compliant 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.



## INTERESTED IN BECOMING A COLLECTION SITE?

Contact the WRR **Operations Program Coordinator**

**Name:** Sarah Bonvallet

**Email:** sarah.bonvallet@rev-log.com

**Phone:** (848) 248-2326

