

Introduction to the US Flexible Film Initiative

May 2026





Who is USFFI?

A CPG led initiative focused on demonstrating models to recycle all branded flexible plastic and to help obligated producers meet packaging EPR and consumer expectations while continuing commitments to design for circularity.

FOUNDING MEMBERS

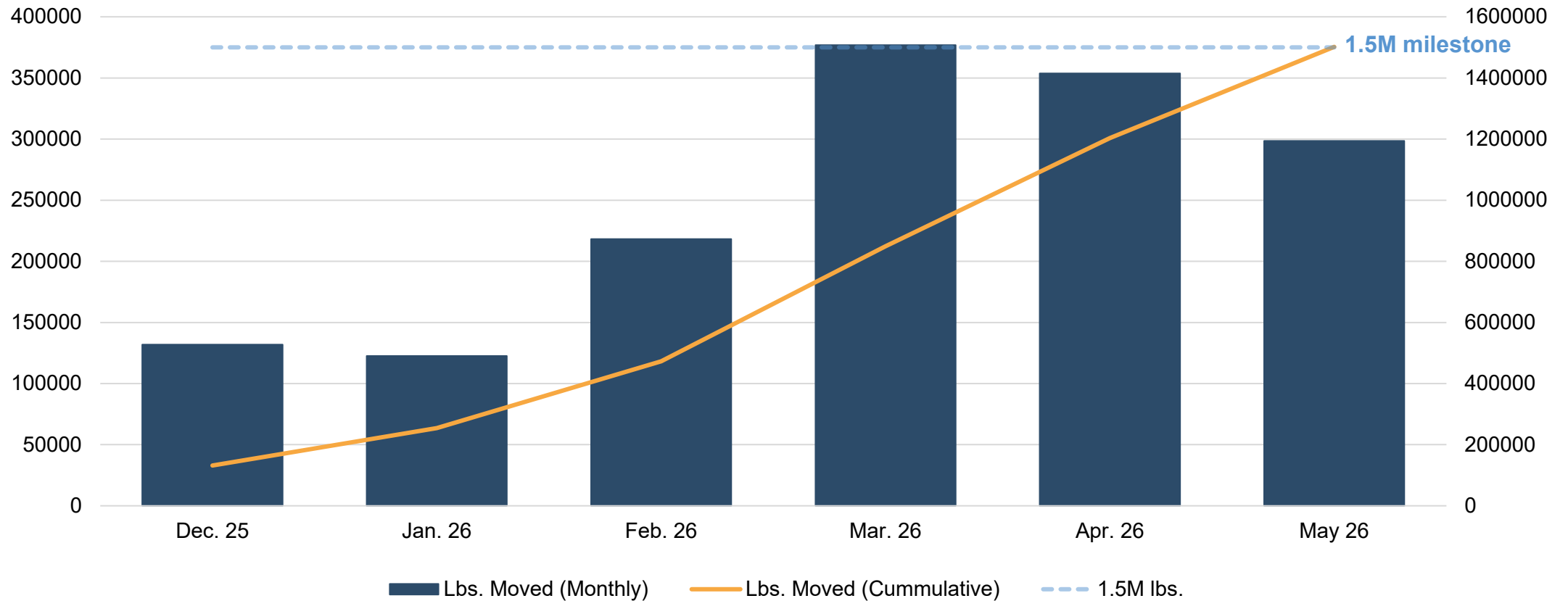


ASSOCIATE MEMBERS



Film and Flexible Material Movement

December 2025 - May 2026
Pounds Collected Per Month & Cumulative Total



Contracts are Powerful Catalysts for Investment



Establishing secure, performance-based contracts creates the foundation needed to unlock broader capital flows.



- ✓ **Stability & Predictability:** Contracts reduce risk and signal reliability to investors.
- ✓ **De-risked Environment:** Grants, private equity, and loans are more likely when clear revenue pathways exist.
- ✓ **Catalyst for Scale:** Longer-term agreements (1-2 years) encourage infrastructure buildout and innovation by guaranteeing demand.



Bottom Line: Contracts transform uncertainty into opportunity, making the market a safe and investable place.

To learn more

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