

Environmental Citizen
123 My Street
My City CA ZIP
October 7, 2021

Hans Reichenecker , Chairman
Storopack, Inc/Hans Reichenecker GmbH
4758 Devitt Drive
Cincinnati OH 45246

Dear Mr Reichenecker,

I am returning these AIRplus bags to you to dispose of yourself [& will return those that I receive in the future. While your company makes many sustainable packaging products, sadly it promotes much too much plastic and the suggestions for disposal of it do not jibe with the everyday realities of disposal. As you must surely know, once China stopped accepting our plastic for recycling almost 10 years ago, so did most of the rest of the world. As a company based in Germany, with strict environmental limitations, you and your employees are well aware that most oil-based plastic now ends up in landfill, that used packaging continuously plugs and pollutes our waterways.

If you were the average middle-class end consumer of packaging you would find that this is much more difficult to do responsibly than it sounds. It presumes someone in the household actually has the time & knowledge to manage the many shades of plastics. You would know that the utility that has gone up the most in cost is trash/rubbish/waste removal because our municipalities are saddled with end user costs. I can put a paper bag in my compost heap, I cannot do that with plastic.

The bags themselves suggest that I should “drop them off at a store”. Your website blithely tells us “
“As a consumer in the United States and Canada, all plastic film is store (like Target, Wal-Mart, or local grocery stores to recycle same bin as their shopping bags) drop off only...return to any local grocery, supermarket, or store that recycle their own plastic bags. “

Why should a local grocery store be responsible for and use their resources for disposing of a product they did not sell?

Why should they bear financial responsibility for that in company manpower and disposal costs?

What instructions have you given that fictional “store” for how to return the packaging to you for theoretical recycling? This is kicking the can down the road.

I do hope that you will develop fully decomposable alternatives that meet EN 13432 global standards and discontinue your oil-based products.

Love your mother Earth. Please embrace Zero Plastic Waste now and consider companywide policies that do not force disposal of plastics in the hands of your customers.

Sincerely,

Environmental Citizen