



**BottleDrop**<sup>®</sup>  
Oregon Redemption Center

# Oregon's Bottle Bill: A Cooperative Approach

How the private sector made redemption and recycling a success



Jules Bailey  
Chief Stewardship Director  
Oregon Beverage Recycling Cooperative





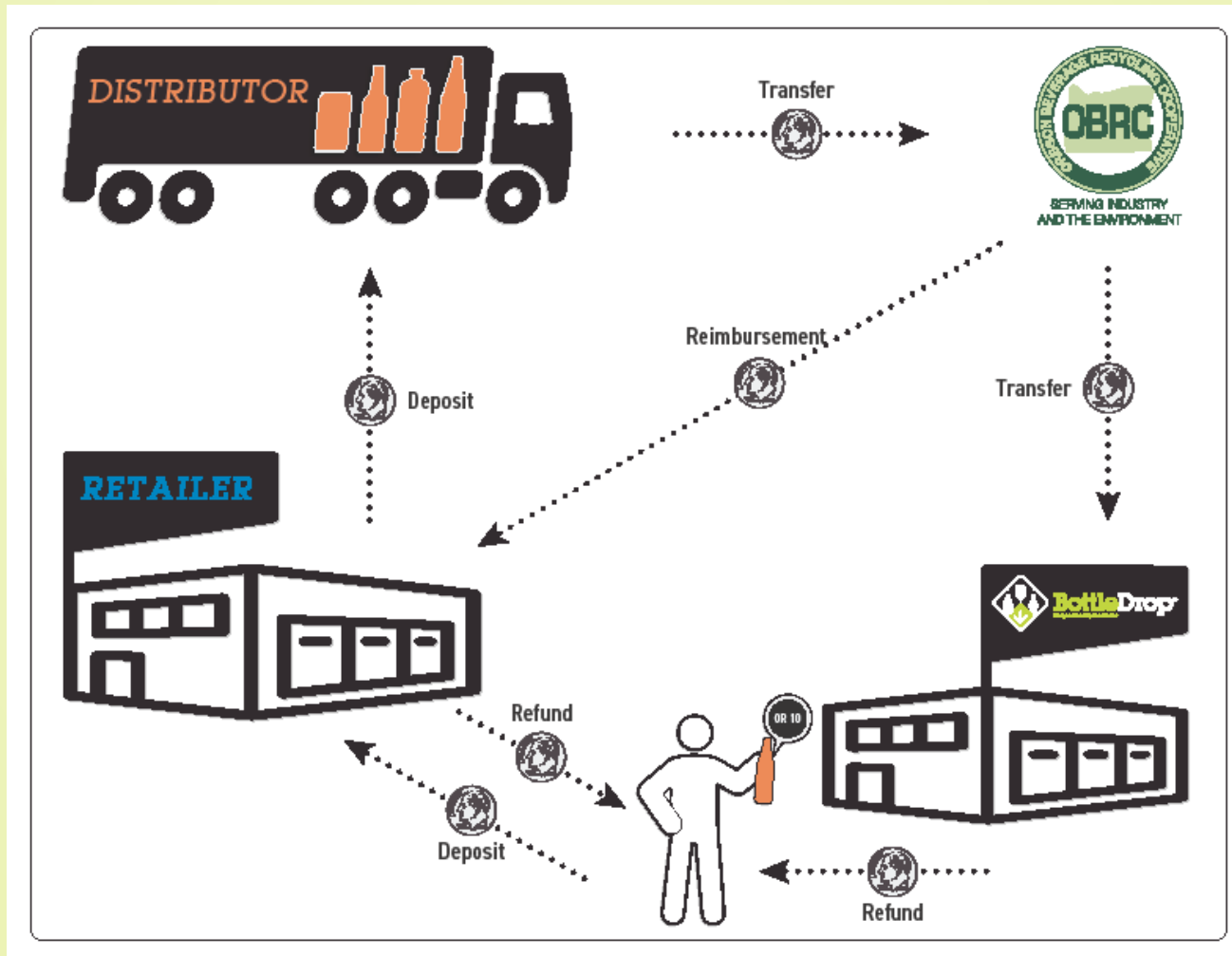
# Brief History of the Bottle Bill



- 1971 - Bottle Bill signed into law
- 2009 - Bottled water added
- 2011 - BottleDrop Redemption Center pilot begins
- 2017 - Increase to 10 cent deposit
- 2018 – Expansion, approximately 35% increase in container volume



# Path of Dime

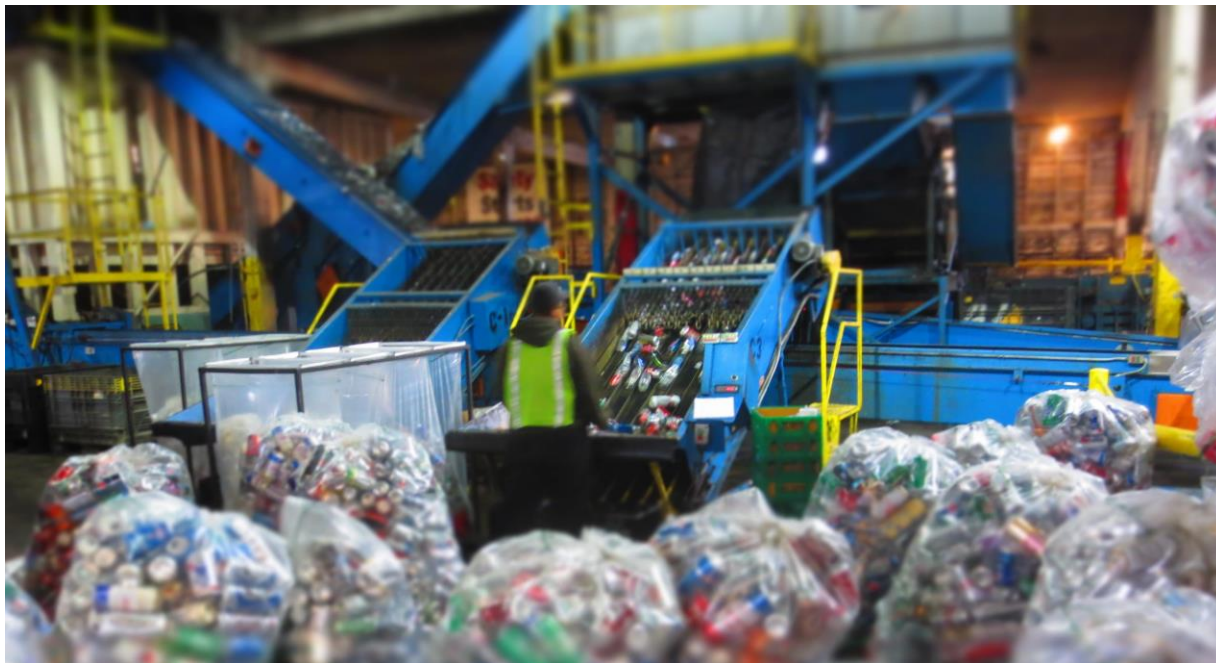




# Oregon Beverage Recycling Cooperative



- Operating budget: \$43 million in 2018
- Process ~ 1.5 billion containers/year
- 108 Members and Participants (any distributor of beverages)
- Over 500 Oregon Employees
- Tractor-trailers collecting empties from 2,600+/- Oregon grocery/c-store locations
- Five processing plants
- ZERO tax payer dollars



# Recent changes: 10 cents sparked huge demand



Redemption rate went from 64% to over 82%  
(now nearly 90%)

# Recent Changes: Expansion & Keeping pace with the industry

- 1971 – far fewer beverage types and container types in stores
- 2018 Expansion – Applies bottle bill to reality of beverage market



# Expansion: New containers in 2018

## Oregon's 2018 Bottle Bill Expansion

### NEWLY INCLUDED:



- Energy & Sports Drinks
- Coffee & Tea Drinks
- Ready-to-Drink Cocktail Mixers
- Kombucha
- Hard Cider
- Juice (fruit & vegetable)
- Protein & Marijuana Drinks

*Beer, Soda & Water containers are still included.*



## Oregon's 2018 Bottle Bill Expansion

### NOT INCLUDED:

- Wine/Distilled Spirit
- Milk (dairy & plant based)
- Infant Formula
- Meal-Replacement Drinks
- Concentrated Cocktail Mixers








# OBRC and BottleDrop



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KGW



# Redemption Centers

- Clean, fast, & easy
- Single-purpose, indoor redemption centers
- 45 Locations
  - 25 full-service redemption centers
  - 1 under development
- Largest center accepts ~100 million containers/year
- ZERO taxpayer dollars



# Three ways to redeem: Account

- ✓ **Bag it** – Fill BottleDrop green bags at home
- ✓ **Tag it** – Place BottleDrop tag on bag
- ✓ **Drop it** – Leave bag at any BottleDrop location  
(5am – 11pm)
- ✓ **Track it** – Check your account balance online  
or with our mobile app



# Get your cash

- ✓ **At a BottleDrop**
- ✓ **At a store kiosk**
- ✓ **Get 20% more with rewards!**
- ✓ **Donate to charity**
- ✓ **Save for college**



# Three ways to redeem: Self serve



Bring empties to a redemption center and use one of our state-of-the-art reverse vending machines

Limit: 350 containers per person per day



# Three ways to redeem: Hand Count



Bring empties to a redemption center and one of our staff members will count them for you

Limit: 50 containers per person per day







# BottleDrop Express



**BottleDrop**  
**EXPRESS**

**BottleDrop**  
**EXPRESS**

IF BLUE LIGHT IS ON USE OTHER DOOR

**BottleDrop**  
**EXPRESS**

Limit - 2 Bags Per Day

**5AM - 11PM**

**BottleDrop**  
**EXPRESS**

**Bottle Returns Made Easy**

- Sign Up**  
Register for an account at the BottleDrop Express kiosk inside the store.
- Fill Up**  
Buy BottleDrop green bags inside the store. Fill with Oregon deposit containers.
- Drop Off**  
Drop all bags into your account card to open the drop door.
- Cash Out**  
Get money from your account using the kiosk located inside the store.

IF BLUE LIGHT IS ON USE OTHER DOOR

**BottleDrop**  
**EXPRESS**

Limit - 2 Bags Per Day

**5AM - 11PM**

**STOP**

**PLEASE CHECK YOUR BAGS!!**

Is your bag securely tied?  
Is your bag under 20 lbs?  
Is there a handle attached to your bag?



# The fastest, easiest, BottleDrop



- Provide access to BottleDrop in smaller volume markets and urban areas
- Expand access to green bag accounts
- 20 locations operating
- Committed to 80 total





# BottleDrop Give

# AGAPE HOUSE

CAN & BOTTLE DONATION

**Eastern Oregon Mission**

541-567-8774

WWW.AGAPEHOUSEHERMISTON.ORG



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AGAPE HOUSE



# Redeem yourself, support your cause

## Non-profits

- Enroll as fundraisers
- Distribute Blue Bags
- Drop full bags at a BottleDrop
- Collect a check

## Green Bag account holders

- Drop your bag
- Transfer your credit to any enrolled non-profit
- Over \$1 million raised to date







# BottleDrop Fund



## BottleDrop Fund Basics

- Funded with unredeemed deposits
- Administered with Oregon Community Foundation
- Board
  - Christa McDermott, PSU Community Environmental Services
  - Barry Featherstone, Greybeal Distributing
  - Jules Bailey, Oregon Beverage Recycling Cooperative
  - Holly Braun, NW Natural
  - Dick Pedersen, retired (formerly Oregon DEQ)

## 2018 - 2019 Program

- Partnered with Grey Family Foundation to pilot grant making process
- \$55,000 awarded for Env. Ed. Programs
  - Trash for Peace (Portland) – Recycling in low-income housing communities
  - Oregon Coast Aquarium (Newport) – Teacher training on ocean plastics
  - Children's Forest of Central Oregon (Bend) – Outdoor education curriculum development
  - Institute for Sustainability Education and Ecology (Lane County) – Expand Green Schools Partnership Program.







# BottleDrop Plastic



# Recycled in Oregon, by Oregonians



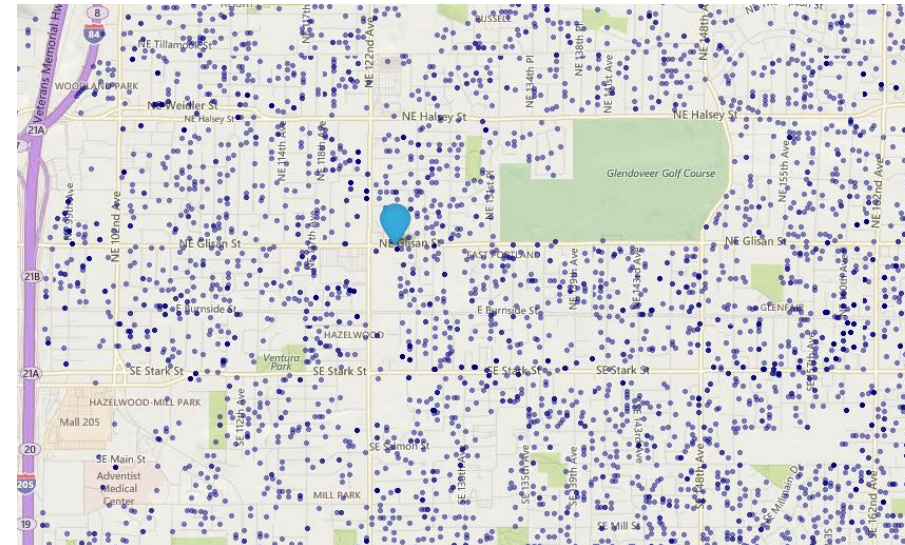
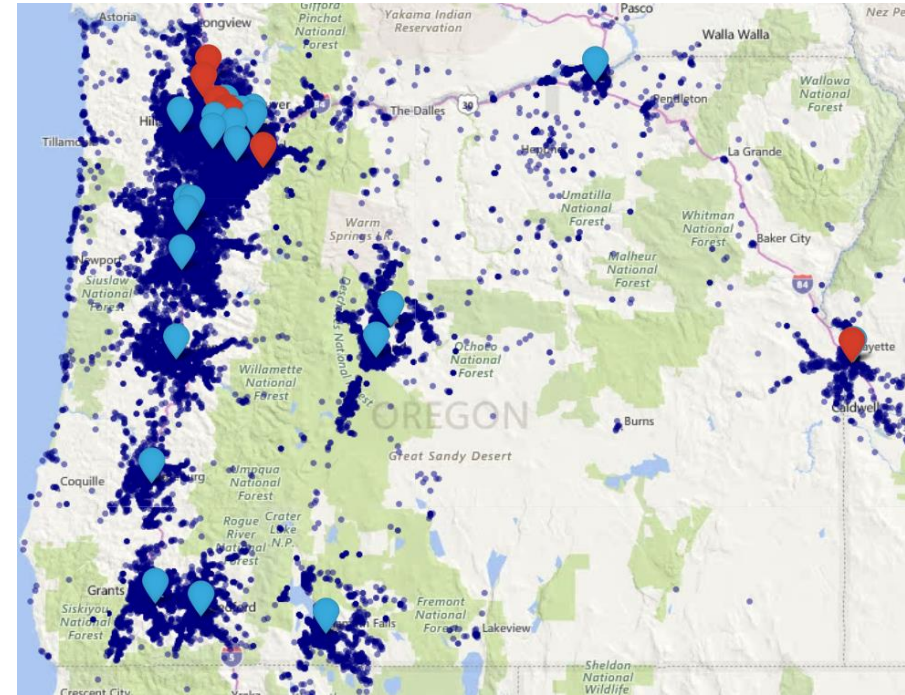
- 100% of all plastic containers collected by OBRC
- ORPET facility located in St. Helens
- 25.5 million pounds of plastic last year





# Measuring Success

- Over 315,000 account holders
  - Over 200 account sign ups *each day*
  - Over 15,000 bags processed *per day*
- 64% of redemptions coming to BottleDrop
- 1000 eligible non-profits in Give
- Over \$1 million donated to non-profits
- Still: Zero tax dollars





# BottleDrop Refill



# Upping the game: Refillables

- 10 participating breweries and cideries so far
- Industry standard 12oz & 500mL bottle
- Lower cost for Oregon craft brewers
- Fraction of the carbon footprint of even recycled glass
- Projected 2 million units in first year





# Committed Participants by September 2019





## Details

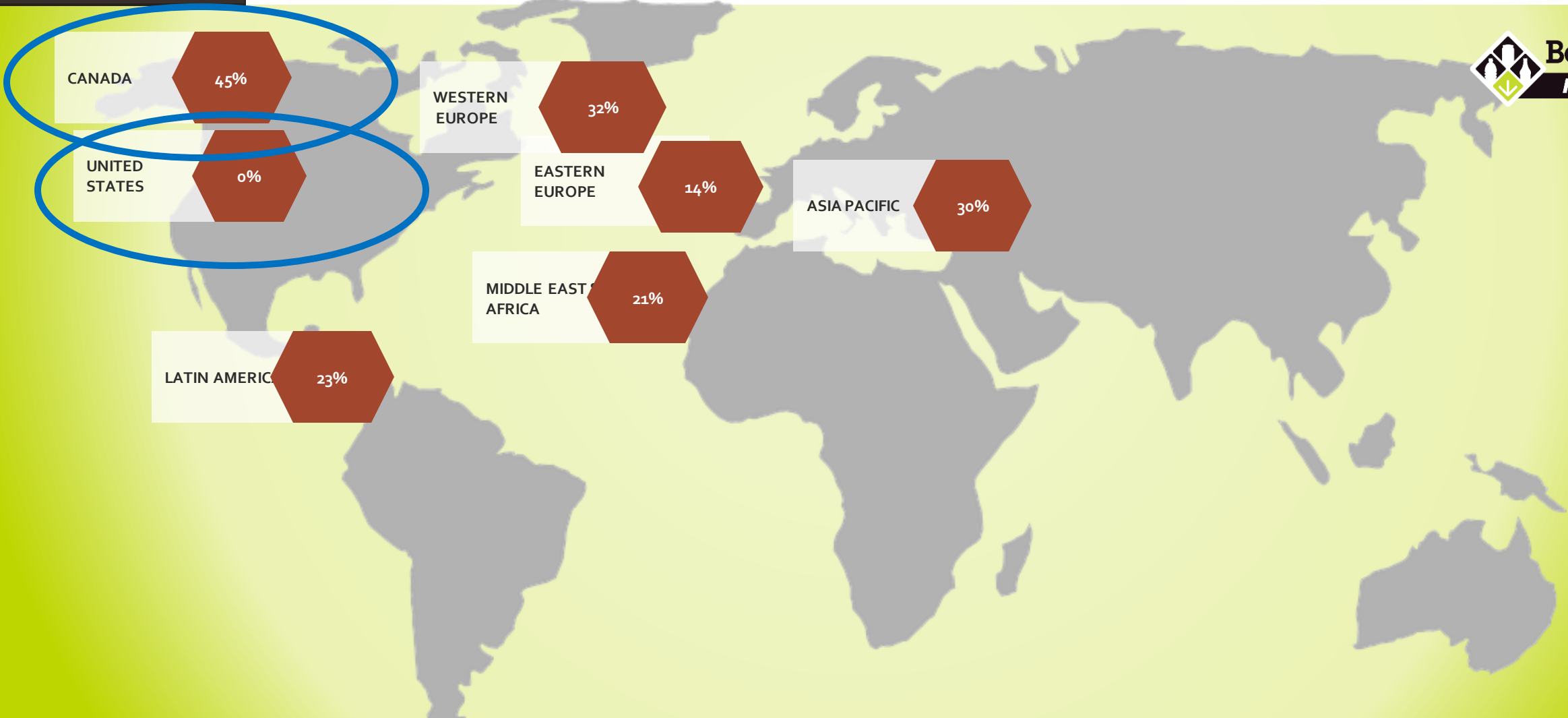


- Standardized custom bottle from O-I, with thicker glass and embossed with refillable marking.
- 12oz and 500mL bottles available for Oregon breweries – 12oz matches existing O-I longneck.
- During pilot phase, limited to SKUs with 25% or less out-of-state distribution.
- Working with label suppliers to have clear label standards and approved labels for both PSL and cut and stack.





# Global Refillable Presence





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# Refillable bottles: A unique opportunity

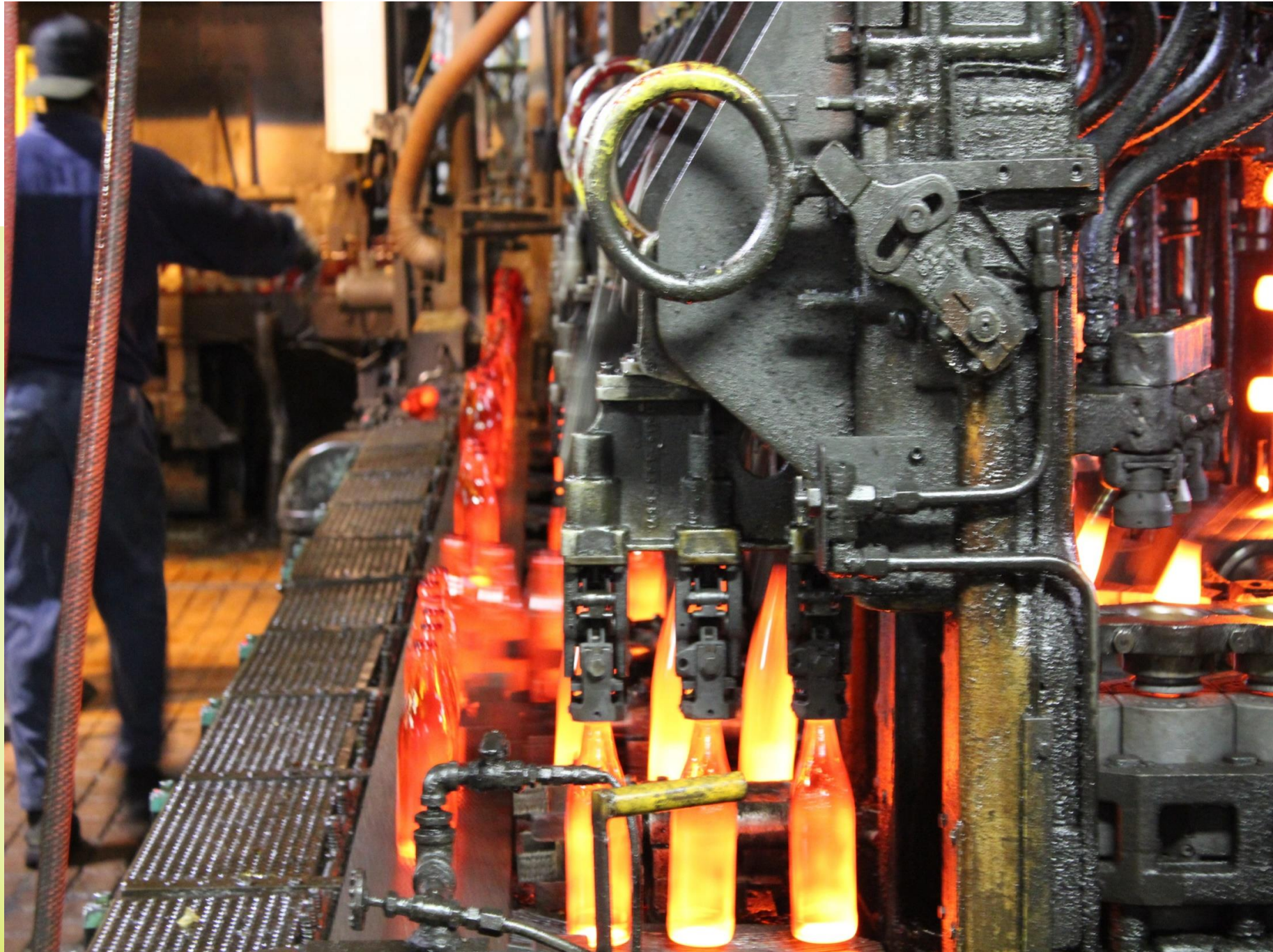


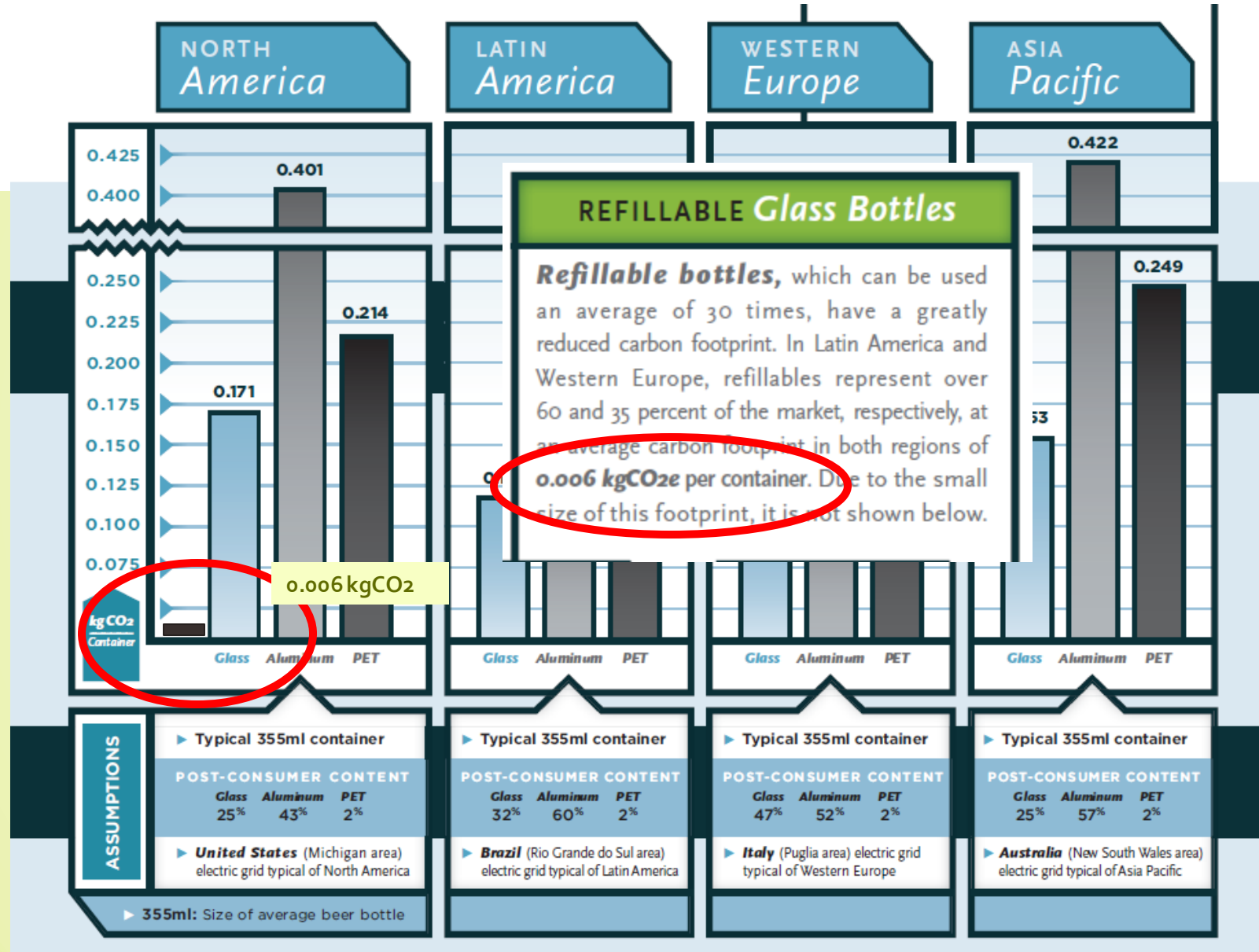
- Opportunity for beverage industry leadership
  - An “Oregon” story about industry stewardship
- Market and timing are right
  - Consumers value craft and sustainable
  - 500mL and 12oz bottles are replacing 22oz
- OBRC uniquely positioned to implement





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# Quality is key



- Inspection of every bottle post-wash to ensure it is clean and defect-free
- Additional swab testing to ensure cleanliness
- OBRC takes responsibility and liability for cleanliness for any bottle defects before filling
- Bottle washing machines can easily handle foreign contaminants, like cigarettes, limes, and even syringes





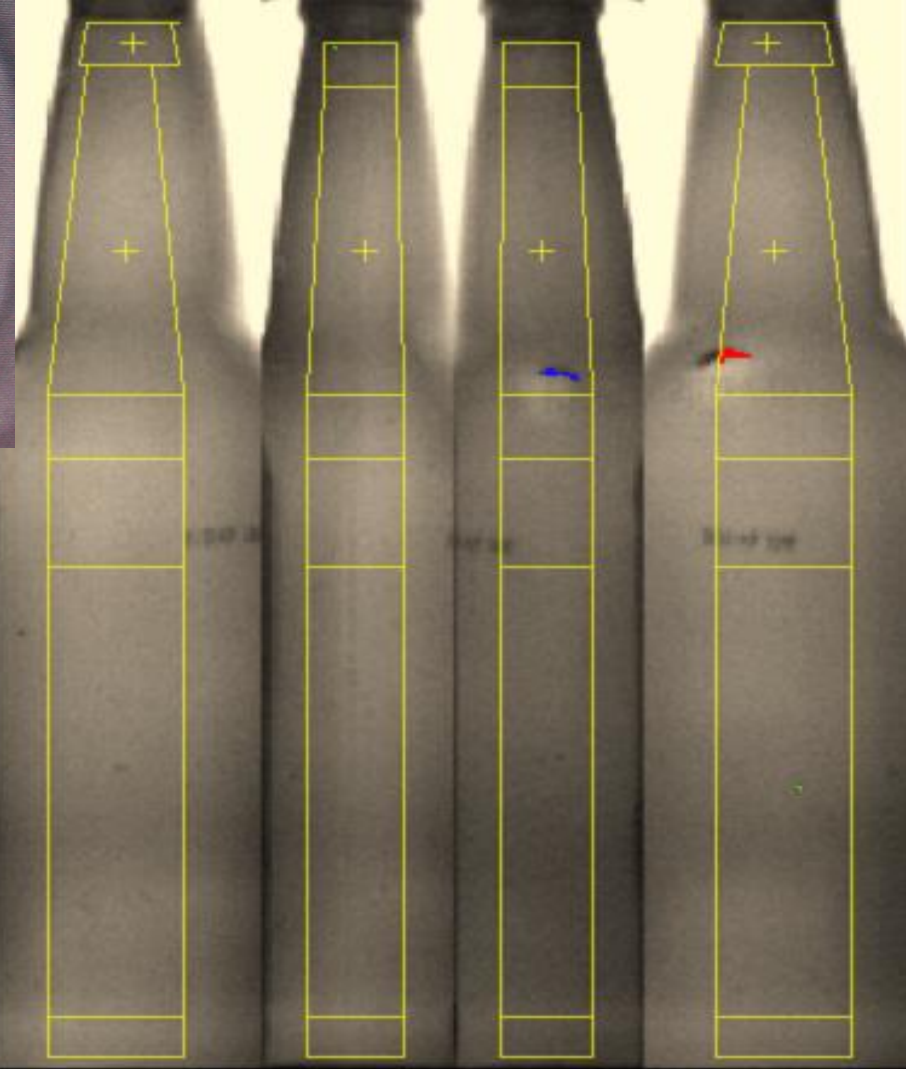
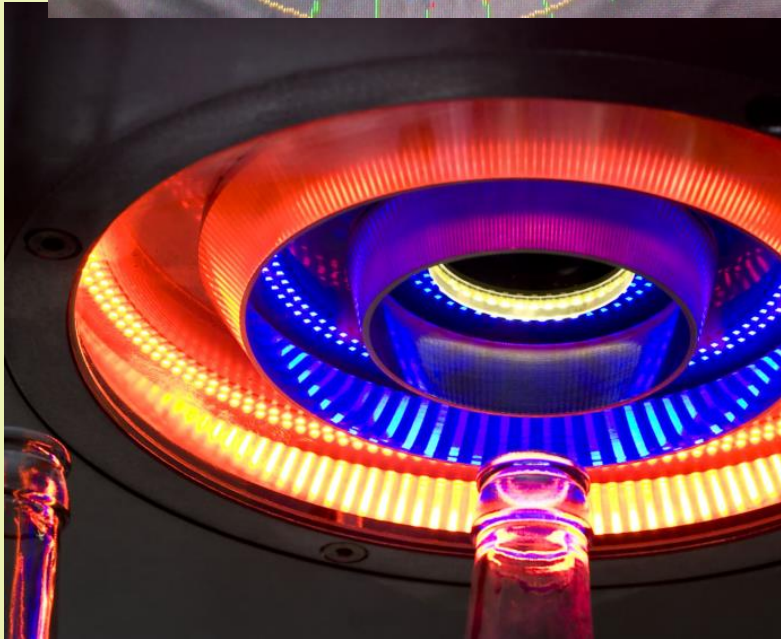
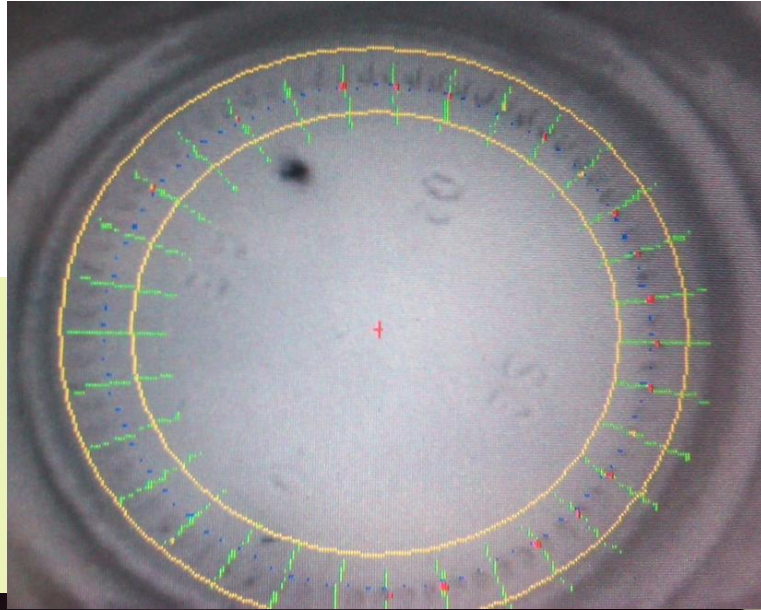
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# Co-Marketing

- Breweries can 'opt-in' for label and six-pack space designed to educate the consumer about the refillable program
- OBRC will help subsidize the label and six-pack cost:
  - \$0.01 per label
  - 25% of the six-pack materials cost





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# Refillable Bottles

*Coming to Retail this Summer*

Look for the BottleDrop bottle  
in 12oz & 500ml sizes

## What does this mean for retailers?



### Simple sorting & limited quantity

Stores will average about 10  
refillable bottles per day.  
*Simply include them with other  
hand-count containers.*



### Don't crush me!

Customers like these bottles.  
So does the environment. By  
default, they won't be crushed;  
however, you can have them  
crushed by request.



### Get paid to impress your customers

For increased exposure (and environmental cred), sign up for our BottleBox  
program and we'll pay you to sort refillables in these reusable crates.  
*Ask us for more details!*



BottleDrop Refill is Powered by  
Oregon Beverage Recycling Cooperative  
[www.bottledropcenters.com/refill](http://www.bottledropcenters.com/refill)  
503-542-4224





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For more information:  
[www.obrc.com](http://www.obrc.com)  
[www.bottledropcenters.com](http://www.bottledropcenters.com)

Thank You!



Jules Bailey  
Chief Stewardship Director  
Oregon Beverage Recycling Cooperative