**EPS Talking Points**

Polystyrene bans, recycling, and human health are top objections facing the EPS industry. When confronted with false allegations about EPS, here are some fast facts to help respond proactively. Perfect for packaging conferences, social media, and sales objectives.

**Polystyrene Defense Line**

**Making Your Point**—Speaking with confidence means knowing your material. When responding to misstatements be prepared to challenge the source with factual information. Using a question format is less confrontational, e.g., “Did you know…” or “Were you aware…”? Make affirmative statements whenever possible; avoid restating the misinformation in your response. When addressing someone that refuses to give reasonable consideration to new information, we recommend responding, “It’s unfortunate you’re not willing to look into this further.”

Introduction

When given the opportunity to address an individual or an audience about EPS sustainability, focus on three (3) specific talking points to keep the discussion or presentation focused. Plan your talking points and don’t deviate; this is an effective strategy for dealing with media inquiries as well.

**Have a Bigger Voice**—The more educated we are, the more educated others will be. Share this document with your employees even if they do not deal directly with your customers or specific packaging audiences. Everyone working within the EPS industry should be aware of the strong environmental profile for EPS.

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| **RECYCLING** | |
| **Fact** | **Supporting Information** |
| EPS is Recyclable |  Historically, EPS recycling averages ~18% over a 25-year trendline.   EPS recycling is most successful in commercial waste streams with large volume sources of EPS waste.   Consumer access to EPS recycling sometimes requires extra effort, but with proper equipment & handling, it is successful in many communities.  • Creative problem solving for challenging recycling scenarios means Walmart, NutriSystems, Williams Sonoma, Whirlpool, Best Buy, Omaha Steaks are committed to long term EPS recycling. |
| New EPS Recycling Technologies Are Emerging |  Pyrolisis—a chemical reprocessing method—increases the ability to recycle contaminated EPS waste.   Two new facilities opened in 2018. |
| EPS End-Markets Show Consistent Growth  Information Unit #1 |  It is used as recycled content in new EPS packaging and other EPS products.   Markets for recycled content EPS include:  ― Crown Molding  ― Surfboards  ― Picture Frames  ― Other Rigid Polystyrene Applications |

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| **EPS BANS**  Information Unit #2 | |
| **Fact** | **Supporting Information** |
| Material Substitutions Are Risky | • Recent studies show that heavier alternatives to lightweight plastics can significantly increase raw material requirements, energy consumption & landfill volume.  • On a global scale, environmental costing indicates that plastics alternatives may cost $400 to $500 billion more (4 to 5 times more).  • Meat, fish & produce shipped in EPS have a longer shelf life, leading to less food waste. |
| EPS Is More Sustainable Than Most People Imagine |  EPS foam is of 98% air, which results in lower energy consumption.   Life cycle analyses show that EPS has far less impact on the environment than other competitive materials for the same use; in particular paper. |
| Litter Problems Are Not Material Dependent | • A litter audit in San Francisco confirmed that a food service ban on polystyrene foam only changed the type of litter but did not reduce it.  • Improper disposal of any material contributes to litter, whether it is EPS or  another material. |

Information Unit #3

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| **HUMAN HEALTH & SAFETY** | |
| Fact | Supporting Information |
| There Is Very Little Residual Styrene in EPS. | • The amount of styrene that might exist in finished polystyrene is extremely small —often lower than naturally occurring styrene found in everyday food items like coffee, strawberries, and cinnamon.  • All chemicals need to be assessed in terms of risk versus exposure. Risks can be zero, negligible or harmful. |
| EPS Is An Organic Polymer | * Polystyrene is an organic compound consisting of hydrogen and carbon. * Polystyrene is chemically very inert, being resistant to acids and bases but is easily dissolved by many chlorinated solvents, and many aromatic hydrocarbon solvents. |
| EPS Is Safe | * Polystyrene foam is approved for food contact by the FDA and other global regulatory agencies. * According to the National Oceanic & Atmospheric Administration (NOAA), “although marine debris is a global issue, there are significant gaps in our understanding of the problem. |

