Getting Every Bottle Back in Methuen, Massachusetts

America's beverage companies — The Coca-Cola Company, Keurig Dr Pepper and PepsiCo — are working together to ensure our valuable plastic bottles and aluminum cans are collected, so they can be remade into new products.

Through our ***Every Bottle Back*** initiative, we're working with Closed Loop Partners and The Recycling Partnership in communities across the country to leverage the equivalent of nearly half-a-billion dollars to improve recycling infrastructure, access and education.

Our Investment in Action

Increasing Recycling Capacity
We're helping provide 15,000 households with universal curbside recycling carts and educational materials to increase access and capacity.

Improved Community Infrastructure
The introduction of standardized recycling carts allowed for a more effective and modern collection system to increase the amount of materials being recycled and remade.

$240K
to improve recycling

Keeping an estimated
457K
pounds of PET plastic out of landfills or the environment

Keeping an estimated
152K
pounds of aluminum out of landfills or the environment

AMERICAN BEVERAGE

EVERY BOTTLE BACK

MASSACHUSETTS BEVERAGE ASSOCIATION

EveryBottleBack.org/Massachusetts

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