

GEORGIA RECYCLING COALITION MONTHLY NEWSLETTER - DECEMBER 2025

Member News

Member Spotlight: Creature Comforts Brewing Co.

Creature Comforts Brewing Co. (CCBC), a brewery based out of Athens, GA, operates four facilities in the Athens area: a taproom and innovation brewery in the downtown district, a large-scale production brewery, a storage warehouse, and corporate headquarters. The production brewery achieved TRUE Zero Waste certification in 2022, and the taproom achieved TRUE Zero Waste certification in 2025.



Creature Comforts deploys multiple strategies and initiatives to maintain the high diversion rates required by TRUE certification. To create accurate measurements of waste generation and recycling rates, CCBC employees developed a process that can read production datasets and output expected waste materials from the brewing process. To better waste management within their facilities, CCBC places emphasis on employee education and waste collection system design. Every CCBC employee goes through an onboarding process that includes education on waste management within their job roles and responsibilities. Support for employees continues beyond onboarding, with dedicated Slack channels (internally named #trash-talk) for providing guidance on how to recycle or dispose of items. CCBC tries to influence customer behavior in their taprooms in multiple ways. Customers purchasing beer receive their drinks in reusable, washable glasses, and water cups are deployed near recycling bins to encourage recycling. Waste bins are deployed in trios and are labeled and color-coded and are strategically located so that customers are never more than 50 feet from a set of bins. [Learn more](#) about CCBC's sustainability programs.

NAIMA Announces Georgia Pilot

An innovative new pilot project in Georgia will help the home insulation industry achieve a key sustainability goal: reducing hard-to-recycle plastics that end up in landfills. The program, called "The Plastic Take Back Program", is led by the North American Insulation Manufacturers Association (NAIMA), whose members include some of the largest insulation manufacturers in the world, and Installed Building Products (IBP), one of the nation's largest installers of insulation and complementary building materials. NAIMA's largest members – CertainTeed, Knauf, John Mansville, Owens Corning, and

ROCKWOOL— serve Metro Atlanta homeowners and plan to participate in the program. "Georgia and Alabama are a manufacturing hub for the fiberglass insulation industry, and our companies are united in the goal of finding recycling solutions that work in our operations," said Curt Rich, CEO of NAIMA. "By reclaiming and recycling LLDPE packaging, we are turning what was once considered waste into a resource."

(NAIMA represents North American manufacturers of fiberglass and mineral wool insulation products. NAIMA advocates for energy efficiency, environmental responsibility, and safe product performance.)



Bring One for the Chipper — Keep Georgia Beautiful Foundation

Saturday, January 3, 2026

[Learn more](#) and find the nearest participating location.

Newnan Christmas Recycled Plastic Bottle Tree Unveiled



The Christmas tree was made from recycled plastic water bottles. The project was sponsored by Niagara Bottling in conjunction with Keep Newnan Beautiful. Incredible job!

Renew Your Membership Today

For a few still pending, please renew as soon as possible and, as always, let us know if we can assist or be of further service. Thank you for your support as we work together to fulfill our mission. If you received a lapsed notice, no worries...we can reinstate your membership on receipt of dues. [Join today!](#)

NWRA Battery Safety Campaign

Batteries power lots of holiday fun: flashing decorations, glowing costumes, and flashlights. But when those batteries get tossed in the trash or recycling bin, they can come back to haunt you, taking away from merry and bright!

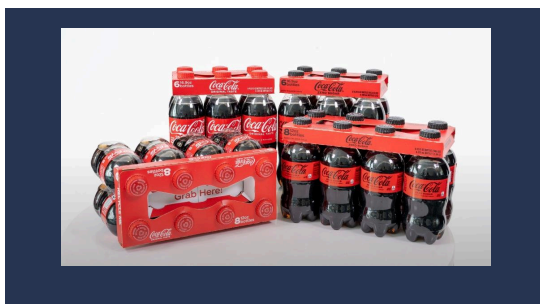


Crushed or overheated batteries can spark real fires; fast, hot, and hard to put out. The only thing glowing this season should be your decorations, not the risk of dangerous battery fires. Luckily, preventing these fires is easy:

- ⚡ Tape the ends of your used batteries
- ⚡ Collect them safely (no tossing in the trash!)
- ⚡ Find more info and find a drop-off spot near you at: www.batterysafetynow.org and Call2Recycle <https://www.call2recycle.org/>

No drama this holiday season with safe, simple proper battery disposal.

Ring Carriers Change Packaging



Big brands are saying goodbye to plastic rings and shrink wraps! Packaging innovators like Smurfit Westrock are leading the change with their CanCollar® and PETCollar®. These new collars are made from recyclable paperboard that not only holds multiple bottles or cans securely but also provides a enough branding area for eye-catching designs. This means brands can promote their identity while protecting the planet.

Both CanCollar® and PETCollar® are engineered for high-speed packaging lines, offering the same strength and convenience as plastic, but with far less environmental impact. Beverage giants like Coca-Cola have already adopted these carriers to eliminate tons of single-use plastic every year. The future of packaging is renewable, recyclable, and companies like Smurfit WestRock are showing how it's done.

- WM Discusses Plastic To-Go Cup Recycling
- The Recycling Partnership Discusses Extended Producer Responsibility
- Plastics Pact on Chemical Recycling
- AMP Vision of Next Gen MRFs

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