

January 28, 2022

The Honorable Liz Krueger  
Chair New York State Senate Finance Committee  
416 Capitol Albany, NY 12247

The Honorable Helene E. Weinstein  
Chair New York State Assembly Ways and Means Committee  
LOB 923 Albany, NY 12248

Dear Chairperson Krueger and Chairperson Weinstein and Members of the Joint Budget Committee:

I write to urge your support of advanced recycling policies in New York State. Including advanced recycling language in the NY State 2022 final budget will further the state's environmental sustainability goals and create economic opportunities. Legislative support of advanced recycling is very important to businesses such as Brightmark, the company I founded and lead, as it provides regulatory certainty for advanced recycling projects and contributes to a more circular economy.

By way of background, advanced recycling refers to several different technologies that convert post-use plastics into their original chemical building blocks for the production of new plastics, waxes and other valuable products. These technologies help decrease plastic waste and support continued progress toward zero waste and sustainability goals for communities and states. Furthermore, advanced recycling technologies will expand the range of materials we can recycle, help preserve the value of resources in our economy, and bridge the gap between the supply and demand for high-quality recycled plastics used in food-grade and pharmaceutical applications.

I launched Brightmark in 2016 with the mission of combatting some of the greatest environmental challenges facing the United States and providing solutions for waste. Since then, our company of 125 full time employees has built one of the most advanced plastics recycling facilities in the U.S. located in Ashley, Indiana. This facility will divert 100,000 tons of plastic waste each year from landfills and incinerators and recycle it into the original chemical precursors for the production of new plastics, waxes and other valuable products. The facility accepts all streams of plastic waste, plastic types 1-7, including straws, plastic wrap, food packaging, children's toys, and medical waste.

Projects such as these not only provide communities and surrounding areas with a solution to address their plastic waste problem, they also spur economic development by providing shovel-ready infrastructure projects. A total of 136 full time manufacturing jobs will be created in Ashley. We are hopeful to see additional facilities take root in other parts of the country as we move to address our plastic waste problem in a far more circular way. The Northeast, in particular, could greatly benefit from a solution like Brightmark's as its population density creates a need for greater recycling infrastructure. Deployment of advanced recycling facilities could help New York achieve a more circular economy and close the loop on plastics.

Advanced recycling facilities have a smaller environmental footprint than common manufacturing operations, including food processing, auto manufacturing, hospitals, and universities. A [2021 report](#) from Good Company, a sustainability consulting firm, studied the emissions of advanced recycling and found them to be very low. Just like other manufacturing facilities, advanced recycling facilities are regulated under the U.S. Clean Air Act and would also have to comply with any regulations at the state and local level. A recent life cycle analysis of Brightmark's plastics renewal technology conducted in conjunction with the [Georgia Institute of Technology](#) and [Environmental Clarity, Inc.](#) found that our process produces 39%-139% fewer greenhouse gas emissions than equivalent products made from virgin material, provides 82% energy use savings, and 46% water use savings. Simply put, the life cycle analysis shows that products created by plastics renewal require 17% the amount of fossil fuels as the same family of hydrocarbon plastics made from virgin petroleum.

With the help of clear legislative support, Brightmark plans to grow its footprint throughout the country. Our hope is to expand over the next two years and develop a number of new facilities that will recycle more than 1.2 million tons of plastic waste per year. Each project represents more than \$500m investment with at least 100 locally jobs created. We look to states like New York that have already demonstrated support for renewable technologies to continue this movement toward greater sustainability by support advanced plastics recycling.

We look forward to working with your committees and the legislature as you develop advanced recycling polices. Please let me know if you have questions or if I can provide further guidance.

Thank you.  
Sincerely,



Bob Powell,  
Founder & CEO

