



PRESS RELEASE

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FOR IMMEDIATE RELEASE

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rePLANET Plastic Bottle Recycling Machines Back in Action

California residents can once again recycle their plastic bottles at rePLANET automated facilities

Corona, CA- rePLANET today announced that it is reactivating over 250 automated plastic bottle recycling facilities across California to ensure recycling is made as simple and efficient as possible for California families.

The automated RVMs(Reverse Vending Machines) were removed earlier this year because of a costly CRV (California Redemption Value) conversion rate error by the State of California. But, when rePLANET customers made it clear that the machines were an important part of their daily recycling routine, rePLANET decided to reactivate the RVMs and bear the cost burden until the State of California fixes the problem.

When Californians redeem an eligible plastic bottle through a RVM they receive a flat per bottle rate, but when rePLANET recycles those bottles they receive a per-pound rate determined by CalRecycle, the state's recycling agency. Currently, the per pound rate does not cover the cost of the refund paid to the consumer. This is unsustainable for rePLANET which loses money every time a plastic bottle is redeemed through a machine.

“We still hope the state fixes the rate issue, but we are no longer willing to transfer the cost of existing State errors to our valued customers,” says Matt Millhiser, Director of Marketing for rePLANET. “We are pleased to be able to reactivate the automated machines and ensure our customers continue to enjoy the high-level professional service they've come to expect at rePLANET facilities statewide.”

Customers now have the option to redeem their plastic bottles using the RVMs at 117 rePLANET locations, and Millhiser anticipates the remaining machines will be back online by October 31st. Anyone who has questions about the automated recycling machines or the conversion rate error should visit www.replanetusa.com or call 877-737-5263.

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About rePLANET

Since 1999 **rePLANET** has partnered with our customers and communities to encourage recycling while keeping a neighborhood's quality of life high and its property values stable. At our more than 400 centers statewide customers can recycle **CRV** (California Redemption Value) **aluminum, glass** and **plastic containers**. All centers are state certified and meet requirements for supermarkets and other beverage retailers to comply with the state of [California's Beverage Container Recycling Law](#)

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