

N.E.W. Plastics Corp.

The Wisconsin Environmental Working Group and WMC have recognized N.E.W. Plastics Corp. as a 2008 Wisconsin Business Friend of the Environment Award Winner.

The award recognizes companies that have demonstrated leadership in environmental protection.



N.E.W. PLASTICS CORP.

Environmental Protection ...
Wisconsin Industry
Demonstrating Leadership.

N.E.W. Plastics Corp.

N.E.W. Plastics Corp. was founded in 1968 with the belief that the environment is our most important asset. Their business units in Luxemburg consist of a blow molding operation (N.E.W. Plastics Blow Molding) and a plastic lumber operation (RENEW Plastics). N.E.W. Plastics Corp.'s blow molding unit focuses on establishing an environmentally friendly operation that would reduce plastic waste and its subsequent arrival in a landfill, while the Renew Plastics business unit started producing environmentally friendly products in 1973 using the minimal scrap from the blow molding operation.

Founder Irvin Vincent successfully produced the industry's first recycled high density polyethylene (HDPE) lumber in 1973. For the next two decades, N.E.W. Plastics Corp. continued to develop its recycling technology while industry awareness and acceptance of recycled HDPE lumber products grew. Privately held and family-owned for two generations, N.E.W. Plastics Corp. and RENEW Plastics have quietly been leading innovators in plastic recycling technology for approaching four decades.

The company developed the industry's first plastic lumber, creating a viable consumer market that could divert plastics from our landfills. In that spirit, they buy office and packaging supplies that contain post-consumer and post-industrial waste. RENEW Plastics, produces EVOLVE®, a completely recyclable high density polyethylene (HDPE) lumber which is not a composite, and contains no fillers. They accept used and scrapped EVOLVE™, and reconvert it into new, usable products.

N.E.W. Plastics Corp. believes plastic is too valuable to waste. They started recycling milk bottles back in the 1970's when there were no programs in Wisconsin. The company developed its own recycling channel prior to mandatory recycling laws by recruiting churches and community organizations to collect plastic milk jugs. In addition to the beneficial reuse, the company's efforts resulted in significantly less material destined for the landfill.

The Vincent Family found that 100 recycled plastic milk jugs produced a 10-foot decking board. This became an excellent way to explain how and why it made sense to recycle plastic prior to widespread acceptance of plastic recycling. N.E.W. Plastics Corp's commitment to recycling and reuse has prevented almost 1.4 billion plastic milk jugs from entering landfills. This quiet little company in Northeast Wisconsin demonstrated the recyclability of plastic even when experts said it couldn't be done, and is now capable of converting over 25 million pounds of recycled plastic annually.

For more information about pollution prevention efforts at N.E.W. Plastics Corp., contact:

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