



Bemis Company, Inc.
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June 5, 2012

Senator Tory Rocca
Chair, Regulatory Reform Committee
Michigan Senate
Lansing, Michigan 48909

Dear Senator:

On behalf of the Bemis Company, Inc., a leading manufacturer of flexible packaging materials, we are writing to express our support for HB 5660, the bill amending MCL 445.571.

Packaging technology has made significant strides since the passage of the Bottle Bill in 1976. With the advent of newer filling and packaging technologies, juice drinks and other liquids intended for consumer use are now widely available in pouches. Flexible pouches are light-weight, easy to pack, and convenient to use. The Bottle Bill has effectively created a barrier that denies Michigan consumers access to these consumer-friendly pouches.

Additionally, at the time of enactment, beverages of all types were sold and distributed in rigid containers made of cans, bottles, and cartons, and recycling of these materials was a goal onto itself. Today, our environmental stewardship is gauged in carbon footprint. Studies comparing different types of packaging have shown that flexible pouches, though single-use, are more resource efficient throughout the life cycle.

We urge you and your colleagues to support the passage of HB 5660. If we can be any further assistance, please do not hesitate to contact us.

Yours truly,

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