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Third Year of Boat Shrink Wrap Recycling Brings Total to 50 Tons

Regional program continues to grow, keeping plastic out of landfills and waterways

Morris and Sussex Counties (July 31, 2025) — A record-breaking 22.2 tons of boat shrink wrap were collected and recycled this year through a growing regional initiative that helps marinas and boaters dispose of plastic responsibly and protect the environment.

Now in its third year, the Morris and Sussex County Boat Shrink Wrap Recycling Program is a collaboration between the Lake Hopatcong Foundation, Morris County Municipal Utilities Authority, Sussex County Municipal Utilities Authority, Roxbury Clean Communities, Jefferson Township, and Ultra-Poly, a Pennsylvania-based recycling company. With drop-off locations in both Morris and Sussex counties, the program makes it easy for boaters and Marinas to keep shrink wrap out of landfills and in the recycling stream.

“We’ve seen strong participation again this year, and it’s making a measurable impact,” said Kyle Richter, executive director of the Lake Hopatcong Foundation. “This kind of regional collaboration proves how much we can accomplish when we work together to protect our environment.”

An impressive 50 tons of shrink wrap have been recycled through this program since its launch in 2022. Rather than ending up in a landfill, the plastic is transported to Ultra-Poly’s facility, where it is processed through a closed-loop recycling system. The material is cleaned, melted down, and pelletized, allowing it to be manufactured into new products such as composite decking, storage containers, and planters.

“Recycling boat shrink wrap is a practical, effective way to reduce waste and support a cleaner community,” said Kellie Ann Keyes, recycling coordinator for Roxbury Township. “It’s been great to see the local boating community embrace this opportunity year after year.”

Educating participants on proper recycling practices has been a key component of the program’s success. Program partners provided clear guidelines to ensure only clean materials were recycled, preventing contamination that could undermine the recycling process. This step is vital, as clean, high-quality materials allow the shrink wrap to be effectively repurposed, reducing waste and supporting the production of new items in a sustainable, closed-loop cycle.

“We are proud to be part of a program that is not only keeping plastic out of the landfill, but also creating a model for how municipalities and organizations can work together for environmental good,” said Anthony Marrone, district recycling coordinator for the Morris County Municipal Utilities Authority.

The program, offered at no cost to participants, was recognized with a 2024 Recycling Excellence Award from the New Jersey Department of Environmental Protection, honoring its leadership in waste reduction and sustainability.

“Each season we see more and more residents participating, and that growing awareness is exactly what we hope for,” said Dawn Latincics, Sussex County recycling coordinator for the Sussex County Municipal Utilities Authority. “Programs like this show how small actions add up to major environmental benefits.”

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