

CASE STUDY



PURECYCLE, CHURCHILL CONTAINER, CLEVELAND BROWNS COLLABORATE TO ACHIEVE TRUE CIRCULARITY

INTENTION:

PureCycle and the Cleveland Browns partnered with the intention of improving the recycling at their stadium and eventually introducing a fully circular food-service item in their concessions. Engaging fans in the effort was key, and fans love their souvenirs. This made the Browns collector cup series the perfect vessel for reinforcing the idea that the fan is a part of the recycling process, both in the stadium and in the surrounding community. These souvenir cups, made by Churchill Container with 100% recycled plastic, reinforce that recycling works and circularity can be achieved when we all participate.





CHALLENGE

Traditionally, large-scale recycling at sports stadiums and venues has been difficult to execute. Primarily the items that do get recycled are bottles (PET plastic) and cans (aluminum). Polypropylene (PP) is one of the most used plastics in the world due to its versatility and a large portion of disposable food and beverage items are made of PP.

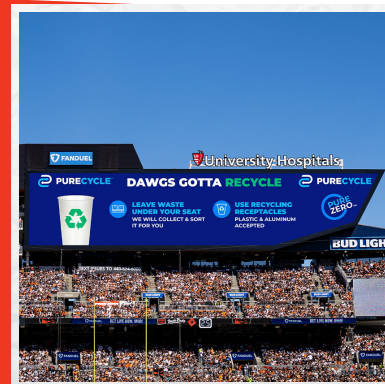
- ❗ In most stadiums, souvenir cups are made of polypropylene.
- ❗ Most traditionally recycled PP is not suitable for food-contact items like souvenir cups or containers, limiting circularity. (Traditionally recycled resin is used in paint cans, park benches, flower pots, etc.)
- ❗ It has been historically difficult for sports organizations to find recycled polypropylene that is 100% post-consumer recycled and that can meet food safety, appearance, odor and processing requirements.

SOLUTION

Engage entire supply chain to achieve circularity.

BROWNS/ARAMARK IMPLEMENTATION OF PURECYCLE'S PUREZERO™ RECYCLING PROGRAM

- ✓ Fans encouraged to leave waste in stands.
- ✓ Education of janitorial staff to recycle PP items leads to more effective stadium/arena clean-up.



WASTE HAULER & MATERIALS RECOVERY FACILITY (MRF)

- ✓ Waste-hauler picks up, sorts and bales PP items from Browns games.

PURECYCLE

- ✓ PureCycle sources PP bales from waste-hauler containing Browns recyclables as feedstock for Ironton, Ohio purification facility.
- ✓ PureCycle uses a patented dissolution recycling technology to produce a high-quality rPP that performs similar to like-new plastic.



CHURCHILL CONTAINER

- ✓ Churchill purchases PureFive™ rPP from PureCycle to produce Run It Back™ line of cups and containers for sports teams and venues.
- ✓ Upcycling of rPP back into cups/containers.

ACHIEVEMENTS

- ✔ Browns recycled 20-25 tons of plastics/aluminum each of the last two seasons.
- ✔ Churchill introduced Run It Back™ line of cups and containers with up to 100% PureFive™ resin in February 2025.
- ✔ Browns use 100% PureFive™ resin in player line of souvenir cups during 2025-26 season.



ACTIONS YOU CAN TAKE:

- ✔ Implement best practices for recycling at events.
 - Recycle bins alongside all waste bins.
 - Clear or blue bags for recycling bins and black bags for waste.
 - Educate clean-up staff on recyclables
 - Sufficient recycling dumpster capacity.
- ✔ Educate and encourage fans to recycle properly.
- ✔ Make sure your waste-hauler/MRF sorts for all recycled materials.
 - Have procurement only purchase recyclable materials.
- ✔ Understand the supply chain to know where and how the plastic is being recycled.
- ✔ Know what sustainable options are available for concession items.



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PUREFIVE™ RESIN



LEARN ABOUT
RUN IT BACK™