Hefty ReNew: A Responsible Transition

For more than a decade, the Hefty ReNew Program has helped communities and their residents take action on hard-to-recycle plastics that often have limited recycling options. The program was designed to collect a broad assortment of materials and connect them with qualified downstream partners capable of managing those materials through available end-market pathways.

While participation has remained strong, the recycling infrastructure needed to consistently manage such a broad range of materials and align with community preferences has not developed at the pace or scale anticipated. As a result, Reynolds Consumer Products has made the decision to responsibly phase out the Hefty ReNew Program. This decision reflects the challenges of operating a program with such a broad material scope at the scale envisioned and does not diminish the commitment and enthusiasm shown by participating communities and residents.

To support a thoughtful transition, Hefty will work with retailers to discontinue distribution of Hefty ReNew Orange Bags by the end of 2026. Collection of Hefty ReNew materials will continue through June 30, 2027. After June 2027, consumers with unused bags can contact us at www.hefty.com/hefty-renew for return and refund instructions. Hefty will then coordinate the responsible processing of any returned bags. Reynolds Consumer Products is committed to managing the phase-out responsibly and providing participants with clear information throughout the transition. Ongoing, questions can be submitted to https://www.hefty.com/contact-us.

We are deeply grateful to the families, communities, and local partners who embraced the program and made it possible.

Most importantly, we want participants to know that their efforts mattered. Together, the program demonstrated both the opportunities and challenges associated with collecting and managing hard-to-recycle plastics at scale. Over the last decade, the program expanded to eight communities, brought curbside collection opportunities to more than 2.3 million households, and diverted over 3,500 tons of hard-to-recycle materials from landfill. These learnings can help inform future solutions as recycling infrastructure and end-market pathways continue to evolve.

At Reynolds Consumer Products, sustainability remains an important part of how we think about innovation and growth. From increasing the use of recycled materials and advancing product circularity to reducing greenhouse gas emissions across our value chain, we're working to make meaningful progress while meeting the everyday needs of consumers. We know there is no single solution, and we'll continue to adapt and learn as technologies and systems advance, staying focused on transparency, accountability, and measurable results.

For media questions, please contact:
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