

## **Plastic Recycling Experts, More Recycling, Rebrands As Stina Inc**

*More Recycling changes its name to Stina Inc, a name which encompasses the Principals Nina Bellucci Butler, Stacey Luddy and Chad Jodon's drive for harmony with the natural world to help address the dueling threats of climate change and plastic waste.*

SONOMA, Calif. ([PRWEB](#)) March 10, 2021 -- More Recycling, a research and technology firm, which has delivered the Annual Plastic Recycling Study for the U.S. and Canada for over 10 years, rebrands as Stina Inc, its legal entity name, in a move that expands its mission to help organizations and individuals transition to a society that prioritizes the sustainable use of resources.

At the forefront of the plastic waste problem is an imbalance of systems – from economic to environmental. Recycling is an essential part of shifting from the current linear to a circular economy, but more is needed to achieve the systemic changes necessary to reduce waste. “The potential for innovation through inspiration from nature is as great as the risk we face by ignoring nature’s signals. We want to help unlock that innovation,” said Butler, Principal and CEO of Stina Inc.

According to the U.S. EPA, over 91% of plastic is not currently recycled leaving tonnes of waste in the environment that nature cannot manage, and analysts forecast increases in virgin plastic production globally over the next 30 years. Plastics today both positively and negatively impact human health and climate change. Their properties reduce greenhouse gas emissions compared to alternative materials yet contribute to global pollution.

With a thorough understanding of the plastic recycling landscape – from production, collection, sortation, reclamation, end-use markets, and alternative disposal options – Stina Inc positions itself to help accelerate the transition to a society that uses the world’s finite resources sustainably. Butler and Luddy believe tomorrow’s solutions call for stronger collaboration and deriving inspiration from nature’s own circular systems.

The company name originated from a combination of the founders’ first names. “The Stina name quickly became a recognition of the essential need for differences honored through trust, respect, and collaboration,” said Butler. “Those values are the essential ingredients which allow for true progress in the pursuit of a more balanced, harmonious world.” The Stina logo showcases the North Star in its center. Inspired by the geometrical symbol the Seed of Life, the logo is the outward, visual representation of the company founders’ honed vision: to harmonize human behavior with the natural world.

“Now is the time to truly place value on our resources and innovate to optimize the entire recovery ecosystem,” said Luddy, Principal and COO of Stina Inc, “As society moves further toward circularity, our services, decision support tools, and CORE projects [Creating an Optimized Recovery Ecosystem] will help clients navigate the trade-offs of plastics today, accelerating their own transition to the emerging circular economy.”

### **ABOUT STINA**

Stina Inc is a mission-based company striving to harmonize human behavior with the natural world. Often serving as liaison between industry, government and NGOs, the company helps organizations address and work through barriers to more sustainable management of resources. The company’s information management system, relationships, and understanding of the plastics recycling landscape have made it the trusted



organization to deliver the annual plastic recycling reports for the U.S. and Canada for more than 10 years. The team is committed to providing unbiased guidance in navigating the role plastics play in the movement towards circular supply chains, valuing carbon, and reducing GHG emissions.

The Stina team gathers and assesses critical data, facilitates engagement and collaboration, and raises awareness of key issues for better decision-making. They have developed resources for businesses and consumers to take actionable steps to transition to circularity such as [PlasticsMarkets.org](https://PlasticsMarkets.org), Buy Recycled Plastics Directory, The Information Exchange, and [CircularityInAction.com](https://CircularityInAction.com), as well as undertaken CORE Projects (Creating an Optimized Recovery Ecosystem) – the latest resulted in a “Roadmap to Plastic Recyclability.” Learn more at [StinaInc.com](https://StinaInc.com).



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