

ATP paints store shelves green

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ATP's paint trim cups are based on 100 percent recycled PET.

BALL GROUND, GA. (May 5, 1:30 p.m. ET) -- Thermoformer American Trade Products has expanded its environmental efforts with a line of 100 percent biodegradable painting accessories now available at Wal-Mart, Home Depot and Sherwin-Williams stores.

ATP's paint trays and trim cups are based on 100 percent recycled PET, while 3- and 5-gallon paint containers supplied by the Ball Ground firm are based on 100 percent recycled polypropylene. The post-consumer and post-industrial resins are mixed with a proprietary additives package to make Earth Plastic, ATP's trade name for its biodegradable material. Mixing and thermoforming work both are done at ATP's plant in Lawrenceville, Ga.

Products made from Earth Plastic will degrade in landfills within five years, depending on landfill conditions and thickness of the product, according to ATP CEO Dan Limerick. "Everybody's thinking green now," he said in an April 23 phone interview. "But because of the volume we have with these large retailers, we're able to do this and still be priced competitively.

"It's one thing to say you want to do the right thing on raw materials, but when your price is 20-30 percent higher, that's hard to do, and historically that's been the case."

ATP has supplied recycled-content products to major retailers for most of its 19-year history. The firm employs more than 25 and has annual sales of more than \$10 million. ATP also makes thermoformed products for the storage and plumbing markets.

Home Depot and Sherwin-Williams stores carry the products nationally, while Wal-Mart has rolled them out on a regional basis, Limerick said.

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