



**Testimony of Matt Marks in Support of LD 2134**  
**“An Act Regarding Responsibility for Actions Intended to Increase the Use of Reusable**  
**and Refillable Beverage Containers”**

*Maine’s Joint-Standing Committee on Environment and Natural Resources*  
*January 24, 2024*

Senator Brenner, Representative Gramlich, and distinguished members of the Joint Standing Committee on Environment and Natural Resources, my name is Matt Marks, I am a Principal at Cornerstone Government Affairs and here today to testify in support of LD 2134 on behalf of my client, CLYNK.

As you know, CLYNK is a redemption service provider, and they are committed to making the right thing the easiest thing to do for their customers. They are proud to have been a part of the remarkable Bottle Bill modernization effort last year and thank this Committee for your support of their business and their 150 full-time employees in the State.

LD 2134 reduces by \$500,000 per year the amount of unclaimed deposit funds the commingling cooperative is required to provide to the department for deposit into the department's Cost and Carbon Efficient Technology Fund and instead requires the cooperative to make available a minimum of \$500,000 per year to fund activities relating to increasing the use of refillable and reusable beverage containers in the State. It makes more sense for the refillable program to be housed within the cooperative.

As way of background, CLYNK started in Maine because they saw an opportunity to launch a modern way for consumers to recycle and now, they see a lot of opportunity for growth in the reuse of beverage containers. Other States and jurisdictions around the world are currently experiencing the benefits of reuse and they think Maine should join them. Reuse is a win for the environment, it supports economic growth, and it creates more satisfying experiences for consumers.

The Oregon Beverage and Recycling Cooperative program is built off of the CLYNK model. The bottles don't require any extra time or hassle for consumers – they are returned through the same redemption pathways as other beverage containers. The distinct bottles are sorted and separated during OBRC's processing, then washed and carefully inspected before they are delivered back to Oregon's craft beverage producers to be used again.

CLYNK looks forward to being a part of the conversation and working with our partners in the beverage industry to help facilitate the reuse efforts outlined in the bill. Thank you for your time and support of policies like these, that enable businesses like ours to provide innovative solutions to our waste problems. Thank you for considering our comments, I am happy to answer your questions.