

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2004
WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.

The Climate is Right for Waste Reduction

While there may still be some disagreement about global warming and its potential adverse environmental effects, there is no disagreement about the important role that waste prevention and recycling play in reducing the amount of greenhouse gases (primarily carbon dioxide, methane and nitrous oxide) emitted into the atmosphere.

Waste prevention greatly reduces the emission of greenhouse gases by conserving raw materials and, consequently, the energy used to retrieve, process and manufacture them to create products. Recycling reduces greenhouse gas emissions by keeping valuable materials out of landfills that release methane as products decompose. In addition, recycling paper saves trees, which remove large amounts of carbon dioxide from the atmosphere.

The WasteWise program not only recognizes this aspect of waste reduction, but also quantifies the greenhouse gas emissions reductions associated with this practice in an annual Climate Profile that is developed for those members who report on their waste prevention and recycling activity. The WasteWise Climate Profile also graphically illustrates what these achievements are equivalent to in regard to the number of automobiles removed from the road and the number of trees saved and planted, among other things. For more details, please visit www.epa.gov/wastewise/climate.

Did You Know...

- Purina International's "Yesterday's News" animal litter is made with a minimum of 70% recycled newspapers.

- Rechargeable batteries can now be recycled through any Lowe's Companies, Inc. stores. The company is working with the Rechargeable Battery Recycling Corporation on this new venture.
- Starbucks Coffee Co. announced that it would begin using recycled content hot beverage cups in 2005. The company worked with its suppliers for two years to obtain approval from the U.S. Food & Drug Administration for the 10% recycled content cup.
- The Bergen County Thermometer Swap Program won the 2004 Source Reduction Award from the NJDEP. This program allows residents to exchange mercury thermometers for new digital thermometers. Thus far, over 3,300 mercury thermometers have been kept out of the waste stream through this program. Contact Nina Seiden of the Bergen County Utilities Authority at nseiden@bcua.org for more details.
- The Mio Company's three-dimensional V2 wallpaper is made from 100% post and pre-consumer waste paper. The wallpaper is also readily recyclable when it is no longer needed. For additional information, visit www.mioculture.com.
- The Pfizer Corporation recycled 74% of its construction and demolition waste in 2004 and realized considerable cost savings as a result. Contact Bill Parson of Pfizer at william.parson@pfizer.com for further information.

Breaking News.....

A business-card sized CD-ROM containing a newly created New Jersey Recycled Products Directory is now available through the NJ Department of Environmental Protection and the NJ WasteWise Business Network! The CD-ROM also contains a Q & A section on recycled products. Contact Steve Rinaldi at Steven.Rinaldi@dep.state.nj.us for a copy of the CD-ROM.

PPPL Energizes its Recycling Program

The Princeton Plasma Physics Lab is not only a leader in the field of plasma and fusion energy scientific research, but also in the waste management arena as evidenced by the facility's 50% recycling rate. This is especially significant because PPPL's established recycling goal is to recycle half of its waste stream by 2010. By meeting its goal five years ahead of schedule, PPPL is setting a great example for other federal offices. PPPL is part of the U.S. Department of Energy's Office of Science. The lab achieved this goal by improving the signs used at the recycling/garbage stations throughout the facility, installing an upgraded truck scale readout system and through an enhanced educational and promotional campaign aimed at employees. For more information about this successful program, contact Tom McGeachen at tmcgeach@pppl.gov.

RecycleMania Spreads at College Campuses

Coming soon to a campus near you is RecycleMania, a competition among colleges and universities to see which schools can collect the most recyclables over a ten-week period. The program, which started in 2001, has grown from 4 participants to 17 participants in just four years. The goal of RecycleMania is to increase student awareness of recycling and environmental stewardship through a fun, hands-on activity. In recognition of the merits of this program, the WasteWise program joined forces with RecycleMania this year and provided a variety of services on behalf of the program. To learn more about this program, visit www.epa.gov/wastewise/colleges/recyclemania.

Recycled Paper Newsflash

FedEx Kinkos has increased the post-consumer recycled content of the paper used behind its counters from 10% to 30%. This initiative is significant as the company has over 1,100 print centers in the U.S.

Ricoh Wins Product Stewardship Award

The Ricoh Corporation's commitment to sustainable environmental practices and corporate social responsibility was recognized this year by the New Jersey Department of Environmental Protection as the company was presented with the 2004 Product Stewardship Award for its comprehensive electronic equipment demanufacturing program.

The company's demanufacturing program for copy machines, printers, facsimile machines, etc., including competitive trade-in equipment, has resulted in the recycling of more than 14 million pounds of obsolete products. Using state-of-the-art demanufacturing systems, Ricoh is recovering 95% of the material from this equipment.

The company, a member of the New Jersey WasteWise Business Network, is guided by six major environmental principles, the first of which states that "within our business operations, products and services, we will reduce and, where possible, eliminate pollution and waste through source reduction, conservation and recycling." For more information, contact Michael Sarasin at mike.sarasin@ricoh-usa.com or visit www.ricoh-usa.com.

Cumberland Farms Chips In

Cumberland Farms convenience stores have begun providing recycling collection containers at their New Jersey stores to address the growing supply of single-serve beverage containers in the marketplace. The company's efforts were in response to a DEP request asking that convenience stores evaluate their compliance with the state's Recycling Act. Cumberland Farms operates 45 outlets in New Jersey and is to be commended for taking the lead on this initiative within the convenience store industry.

*New Jersey WasteWise Business Network
Albert Fralinger, Public Service Enterprise Group - Co-Chair,
856-224-1638 or Albert.Fralinger@pseg.com
Steven Rinaldi, NJDEP, Bureau of Recycling and Planning -
Co-Chair, 609-984-3438 or Steven.Rinaldi@dep.state.nj.us
Editor: Steven Rinaldi - Printed on Recycled Paper
<http://www.state.nj.us/dep/dshw/recycle/brbn03.htm>
www.epa.gov/wastewise*