



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2007  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## 2007 Recycling Award Winners Recognized

The New Jersey Department of Environmental Protection recently recognized the recycling achievements of individuals, businesses, institutions, government agencies and programs at its annual recycling awards luncheon in Eatontown. Among this year's award winners (listed below) are three members of the New Jersey WasteWise Business Network – Burlington Coat Factory, Novartis Pharmaceuticals and the Hudson County Improvement Authority. Congratulations to all of this year's award recipients!

### **Retail Merchant – Burlington Coat Factory**

Among other initiatives, Burlington Coat Factory established commingled recycling programs at its Burlington and Edgewater facilities in 2006 and realized a 92% diversion rate as a result of these efforts. The company is also currently working to manage the disposal of fluorescent lights from all stores under a single corporate contract to ensure environmentally sound disposal. Burlington Coat Factory is working to implement recycling at all of its nationwide locations.

### **Educational Program – Hudson County Improvement Authority**

The HCIA works consistently to educate both residents and businesses on the benefits of recycling. Through the county's Environmental Education Partnership Program, HCIA representatives have made recycling presentations at the majority of schools in the county. The HCIA also publishes a recycling newsletter and calendar. In addition, the HCIA sponsors a

recycling poster contest, crayon recycling contest and an Earth Day celebration.

### **Business – Novartis Pharmaceuticals**

Novartis Pharmaceuticals, one of Morris County's largest recyclers, is being recognized for the outstanding construction and demolition waste recycling program that it implemented at its Morris County site. Novartis recycled wood, asphalt, concrete, metals, soil, cardboard, paper products and ceiling tiles generated by its East Village project, which involved two office buildings and a parking garage and was targeted for LEED™ certification. The recycling rate for the project was 98% while the overall recycling rate for the site is 85%. Over 53,000 pounds of ceiling tiles were recycled through the company's program.

### **Business – Johnson Farms**

Johnson Farms, a nursery and sod farm located in Deerfield, is a leader in agricultural film recycling. The farm started recycling its film in 2001 through a county program and then purchased a baler in 2004, which led to a significant increase in the farm's recycling tonnage. From 2004 to 2006, Johnson Farms recycled 50 tons of LDPE. In 2006, the farm initiated a program that resulted in the recycling of 20 tons of nursery pots (HDPE) and 4 tons of plastic netting used in the production of sod. Johnson Farms plans to expand its program to include HDPE triple rinsed pesticide containers. Johnson Farms also recycled three tons of designated recyclable material such as mixed paper, office paper, aluminum and cardboard.

### **Government – Lafayette Township**

Lafayette Township has developed an impressive recycling program for residents,

(Continued on page 2)

## (Awards – Continued from Page 1)

schools and businesses. The township collects materials curbside and also hosts the county recycling depot. Lafayette promotes its program through newsletters and enforces its program using township road department staff. The township estimates that it recycles 65% of the waste generated within the municipality.

### **Institution – East Brunswick S.A.V.E. Club**

This club, which is part of the Hammarskjold Middle School in East Brunswick, has chosen to recycle batteries as its environmental service project for the past two years. This program has created an easy way for students and their families to properly recycle their batteries. In only two years, the club has collected over 6,000 batteries.

### **Institution – Sussex Wantage Regional School District**

A successful pilot project that began in 2005 led to the implementation of the district's comprehensive recycling program for a variety of materials including mixed paper, cardboard, plastic, glass bottles, and tin and aluminum cans. Over 400 recycling containers were purchased and placed throughout the district's three schools. The district has seen its recycling tonnage increase significantly since the inception of the program. School officials also offer assistance to other school districts looking to initiate a recycling program.

### **Volunteer Citizen – Claire Harrison**

Claire is a middle school student from Summit and the youngest member of her town's Recycling Task Force. She educated herself and others about the ecological concerns associated with polystyrene products. Due to Claire's efforts, the Summit public school district stopped using polystyrene lunch trays in its seven schools and began using more ecologically friendly trays.

## Did You Know...

- The 2008 Ford Escape will use only recycled fabric in its seating surfaces.

- The NJDEP recently awarded \$4.2 million in tonnage grants to support county and municipal recycling programs.
- The Ting Sling is a new designer hammock made from auto seat belts that were made for cars that are no longer in production or have changed their safety specifications. The company also makes handbags and satchels from old seat belts. For more information, visit [www.TingLondon.com](http://www.TingLondon.com).
- The "Recycling Communicators Toolbox" is a free resource from the Curbside Value Partnership that can help recycling coordinators in many ways. This educational toolkit is available online and on CD-ROM. Visit [www.RecycleCurbside.org](http://www.RecycleCurbside.org) for details.
- Companies can reduce the amount of waste they generate, conserve natural resources and save money by utilizing reusable transport packaging. To learn more, visit [www.usereusables.com](http://www.usereusables.com).
- Banners proclaiming "Ocean County Recycles...It's the Law" were flown over county beaches this past summer to remind the thousands of people who flock to the shore that recycling is required in Ocean County.
- Visit [www.greendepot.com](http://www.greendepot.com) for information on environmentally-friendly building products.

## New Jersey WasteWise Business Network News

- Verizon, one of the founding members of the Network, will be inducted into the federal WasteWise Hall of Fame at an awards ceremony in Washington, D.C. in November. Congratulations!
- Nina Seiden, Passaic County's new recycling coordinator and a former member of the Network's Governing Board, has agreed to serve on the Network's Advisory Council.
- **December 6, 2007** is the date of the next NJWWBN general membership meeting. Stay tuned for details.

*New Jersey WasteWise Business Network*  
Albert Fralinger, Public Service Enterprise Group - Co-Chair,  
856-224-1638 or [Albert.Fralinger@pseg.com](mailto:Albert.Fralinger@pseg.com)  
Steven Rinaldi, NJDEP, Bureau of Recycling and Planning –  
Co-Chair, 609-984-3438 or [Steven.Rinaldi@dep.state.nj.us](mailto: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](http://www.epa.gov/wastewise)