



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2009
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Annual Recycling Awards Recognize Top Performers

The New Jersey Department of Environmental Protection recognized excellence in recycling at the 29th annual New Jersey Recycling Symposium and Awards Luncheon held in Eatontown on October 14, 2009. Once again, there were many outstanding nominations submitted, but, the following were deemed the year's best.

Business - Ortho McNeil Janssen Pharmaceuticals

The Raritan-based company achieved a 72 percent recycling and reuse rate as a result of a campus-wide program that includes fiber, plastics, metal, wood and food waste. The food waste program alone diverted 120 tons. Other items that would have been destroyed are donated to needy countries and the military.

Institution - South Jersey Healthcare

Vineland-based South Jersey Healthcare has implemented a "recycle everything" policy that resulted in the diversion of 389 tons of waste from landfills, representing a 120 percent increase in recycled materials. South Jersey Healthcare goes well beyond traditional recycling to recycle used oil, lamps, batteries and telephone books.

Recycling Industry - Trans-Americas Textile Recycling Co.

Based in Clifton, Trans-Americas over the years has recycled more than 16.8 million pounds of post-consumer textile waste that includes wiping rags, carpet padding, and used clothing. Since 2001, the company has

implemented municipal programs serving an estimated 200,000 residents. All programs are implemented at no cost to the municipalities they serve.

Government - Edison Department of Public Works

The Public Works Department has recycled more than two million tons of materials over the years, achieving annual recycling rates consistently exceeding 50 percent. The program has been expanded to include electronics, batteries, tires, motor oil, concrete, asphalt, textiles and organic waste. The Department of Public Works and Department of Recreation are constructing a walkway made of recycled plastic as part of the Raritan Riverfront restoration and park.

Government - Ocean City

The city has continually improved its recycling program over the past few years adding recycling of used electronics, textiles, and phones and a paper-shredding program. The city is committed to the use and purchase of recycled materials and products.

Outstanding Educator/Educational Program - Lori Russo

Russo manages the Bergen County Utilities Authority's recycling public education program. Each school year, she presents some 285 programs to thousands of students. She also presents programs to senior citizen groups, women's clubs, libraries and environmental groups. Russo has developed and written the programs as well as the accompanying promotional materials. She is also responsible for responding to calls to the county's environmental programs hotline.

Commissioner's Award - New Meadowlands Stadium Co.

East Rutherford-based New Meadowlands Stadium Co. is using 40,000 tons of recycled steel in the construction of the new Meadowlands Stadium and is planning to recycle 20,000 tons of steel from the demolition of Giants Stadium, planned for next year. The company has pledged to recycle 75 percent of its construction waste and use recycled plastic and concrete in the construction of seating areas. Vendors in the new stadium will use plates and cups that can be composted.

Did You Know...

- According to the NJDEP, 36.5% of the municipal solid waste generated in New Jersey in 2007 was recycled, while 57.3% of the total solid waste generated that same year was recycled.
- Safety-Kleen is now selling its rerefined motor oil - called EcoPower – at retail outlets throughout the nation. EcoPower is made from 100% recycled used motor oil, is available in several viscosities and will cost the same as other premium motor oils. Recycling used oil requires up to 85% less energy than producing oil from crude.
- Hudson Incentives International sells promotional coasters made from 100% post consumer recycled scrap tires. Visit www.hudsonincentives.com for more information.
- The popular "Cash for Clunkers" program ended its brief run on August 25th and is believed to be responsible for the removal of nearly 700,000 inefficient vehicles from U.S. roads. Officially known as the Car Allowance Rebate System, this federal program helped consumers purchase more fuel-efficient cars while ensuring that those "clunkers" removed from service were recycled.
- The Massachusetts Institute of Technology is conducting a project wherein 3,000 common pieces of garbage, mostly from Seattle, are being tracked electronically through the waste disposal system over a three month period. One of the goals of the project is to give people a concrete sense of

their impact on the environment in a way that might lead them to change their habits. The project should also yield information about inefficiencies in the waste management system. For additional information, visit

<http://senseable.mit.edu>.

- RecycleBank, a program that motivates people to recycle through rewards such as coupons at local stores, is now operating in nineteen New Jersey municipalities and reaching over 70,000 households in the Garden State.
- The national average price for recyclable sorted (and baled) white ledger paper has risen from \$170 per ton in April to almost \$230 per ton in September. This is the price paid by paper mills and is reflective of the generally rising prices for recyclable paper grades in 2009.

Memorable Quote

"It is no longer enough to measure a company by standards of profit, efficiency, and market share; it's critical to ask how business contributes to standards of social justice, environmental sustainability, and values."

-Jeff Swartz, president and CEO of the Timberland Company, *2002 annual report*

Don't Miss the Next Meeting of the New Jersey WasteWise Business Network!

The next meeting of the New Jersey WasteWise Business Network will be held on Friday, November 13, 2009 from 9:30 a.m. to 12:00 p.m. at PSE&G's Hadley Road facility in South Plainfield, New Jersey. Additional information on the meeting, as well as driving directions, is available at <http://www.nj.gov/dep/dshw/recycling/wastewise/wwevents.htm>.

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