



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2010
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Recycling Award Winners Share Center Stage

While some may associate October with Columbus Day parades, homecoming football games or Halloween, those in the recycling world know that October means that it is time once again to recognize the best recyclers and recycling programs in New Jersey. The New Jersey Department of Environmental Protection did just that at the annual Recycling Symposium and Recycling Awards luncheon held on October 14, 2010 in Eatontown. The 2010 NJDEP Recycling Award winners are not only high achievers, but also models for others to emulate. The award winners are as follows:

Leadership - Franz Adler, Recycling Coordinator, Margate City

Franz Adler has been a tireless advocate for recycling and waste reduction not only in his own community but throughout the state, as well. He has co-authored and instituted six new recycling ordinances for Margate City, including one for carpet recycling which resulted in Margate becoming only the third city in the state to have mandatory carpet recycling. Franz has developed and implemented recycling education programs for schools and senior citizens, and serves as an instructor in the NJ Recycling Certification Series. He is also active in enforcement, inspecting construction sites regularly to ensure that they are recycling.

Educator/Educational Program - Medford Lakes Cub Scout Pack #48

In 2009, Medford Lakes Cub Scout Pack #48 began a campaign to recycle twist-off plastic

bottle caps in association with Clean Ocean Action's "Flip Your Lids" contest. The Scouts actively promote their efforts through the weekly community newsletter, website announcements and direct school advertising. The program identified a large deficiency in the local recycling program in that traditional twist-off plastic caps were not being recycled through the normal plastic bottle recycling program. The Scouts set up drop-off bins for the bottle caps at two elementary schools, the Borough Office and the community recreation office. Eventually, they were able to collect 36,500 plastic bottle caps, which equaled 205 lbs. that were diverted from the solid waste stream.

Business - New Jersey State Fair

The New Jersey State Fair, which is run by the Sussex County Farm and Horse Show, is the largest agricultural fair in New Jersey and attracts close to 175,000 attendees. The fairgrounds also host numerous other events throughout the year. The Fair managers designed a successful recycling program by identifying the easiest materials to recycle—namely, cardboard from the vendors and drink containers from the general public. A soda bottle type receptacle was chosen so that visitors could easily identify it as a "recycling container". Eventually, the Fair Association purchased additional containers and used them throughout the year, offering them as possible sponsorship opportunities to vendors and local businesses.

The Fair's recycling program does not simply end with whatever is discarded at an event. In building a new conservatory for the Fairgrounds in 2008, 95% of the construction waste from the site was recycled. In addition, the fryer oil from vendors is collected and remade into biofuel at a neighboring farm.

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Institution – Hunterdon Medical Center

Hunterdon Medical Center is a 178-bed hospital that employs over 2,300 people. The Medical Center chooses to divert more material from the waste stream than is required by law. By doing so, they have consistently produced higher recycling rates than the county average and higher than most institutions of their size in the state. The materials being diverted from the waste stream include electronics, compostable food, wood, furniture, and grease.

The hospital also uses an aggressive marketing and education campaign to reach everyone the hospital serves. In addition, Hunterdon Medical Center also adopted a National Environmental Stewardship Policy which promotes the purchase of items containing recycled materials.

Commissioner's Certificate of Recognition – John Haas, Recycling Coordinator, Ocean County

John Haas has overseen the Ocean County recycling program since its inception in the late 1980s. John has successfully implemented such programs as recycling mini-grants for municipalities and school districts, paper shredding programs and paint management programs. As a result, Ocean County's recycling program has been recognized as an outstanding program locally, as well as nationally. John has also served for many years as an instructor and facilitator for the Rutgers recycling courses.

Commissioner's Certificate of Recognition – CarpetCycle, L.L.C.

CarpetCycle has been collecting and recycling post-consumer carpet for over 11 years. With the assistance of the NJEDA, CarpetCycle invested over \$500,000 in a new "carpet shearing line" which enables the company to get more value from the cleanly separated carpet components. The number of tons of carpet processed monthly has increased by an average of 25% since they began using the new process line. CarpetCycle has purchased an additional shear machine and is working to greatly increase inbound carpet volume to fulfill the capacity of both machines.

Did You Know...

- Clean the World Foundation Inc. collects used soap bars and shampoo from hotels and then ships these materials to impoverished locations around the world that are in dire need of these items. Used soap is either cooked to remove impurities or sterilized depending on its state. Shampoo bottles that are more than 70% full are also sterilized and reused. The program not only helps prevent disease through increased hand washing and cleanliness, but also diverts a significant amount of material from landfills. For further information, visit www.cleanttheworld.org.
- Enter If You Dare! is a new book from Ripley's Believe it or Not! that includes a chapter featuring some truly incredible recycled art, as well the stories behind the artists. Among other ingenious artistic designs are "two-and-a-half" dimensional paintings made with egg cartons and a life-like replica of a rainbow trout made with Nintendo game sleeves and other household trash.
- As per New Jersey's Electronic Waste Recycling Act, computer components and televisions will be banned from disposal as of January 1, 2011.
- According to the annual "Greening of the American Workplace" survey conducted by Buck Consultants L.L.C, nearly two-thirds of employers report that they save money by reducing their paper utilization.
- Recycling centers have been installed in nearly 1,700 Lowe's Companies Inc. stores in the United States. Cell phones, batteries, CFL bulbs and more can now be recycled at Lowe's stores.
- Soles4Souls collects used shoes and distributes them to those in need free of charge. Over 10 million pairs of shoes have been reused and thus kept out of landfills. Visit www.soles4souls.com.

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