



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2006  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## NJDEP Announces 2006 Recycling Award Winners

While the New Jersey Department of Environmental Protection's annual recycling awards ceremony is not shown on national television, the achievements of the award winners are definitely "prime time" material. The awards program is designed to recognize excellence in recycling by businesses, agencies, individuals and others who go beyond the norm to advance recycling. The winners of the 2006 awards for outstanding achievement in recycling are as follows:

### **Institution – Princeton Plasma Physics Lab**

PPPL's recycling program includes office papers, cardboard, packaging materials, wood, concrete, construction waste, various scrap metals, and electronic waste. PPPL has steadily increased its recycling rate to over 50%, meeting the federal government's recycling goal for 2010 six years ahead of schedule.

### **Business - Toyota Logistics Services, Inc.**

In 2004 and 2005, Toyota Logistics Services achieved a recycling rate of 87%! In addition to the more traditional recyclable materials, Toyota also recycles struts, polystyrene, plastic, and rapguard.

### **Government - Borough of Fair Lawn**

The Borough provides weekly curbside collection to residences, small businesses, multi-family units, and schools. The Borough also has a full-time recycling drop-off center that operates seven days a week. Fair Lawn achieved a recycling rate of 54% in 2005.

### **Rising Star- Franz Adler, Recycling Coordinator, City of Margate**

Mr. Adler has provided recycling educational materials to real estate offices, renters and schools, and improved the recycling of construction and demolition debris by working with local builders. All of the town's schools and 135 of 140 businesses now have a recycling program. These efforts have contributed to a 28% municipal solid waste recycling rate.

### **Recycling Industry - Global Recycling Solutions**

Global Recycling operates a full Class "A" recycling facility at the Monmouth County Reclamation Center. The facility accepts all grades of fiber and commingled containers, as well as mixed broken glass from other recycling facilities, thus providing a stable market for this problem material.

### **Retail Merchant - Whole Foods Market**

Whole Foods Market stores participate in on-site source separation of organic materials for composting. In addition, Whole Food stores separate and recycle many other items including, cardboard, stretch film plastics, meat renderings and cooking oil, mixed office paper and newspaper, and electronics.

### **Leadership - Joseph Fallon, Fort Monmouth**

Mr. Fallon, the Manager of Fort Monmouth's recycling program, established a Class D/ Universal Waste Recycling Center, as well as a Beneficial Use Project for oil spill debris. The Center augments the long established Class A, B, and C recycling programs that were also initiated by Mr. Fallon.

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## Did You Know...

- Corrugated (also called pleated) paper was patented in England in 1856, and used as a liner for tall hats, but corrugated boxboard would not be patented and used as a shipping material until 1871.
- The soles of all shoes produced by Flat Tire Footwear are made from crumb rubber from recycled scrap tires. Visit [www.flattirefootwear.com](http://www.flattirefootwear.com) for details.
- According to NJDEP statistics, 34% of the municipal solid waste and 55% of the total solid waste generated in New Jersey in 2004 was recycled.
- The environmental impact of printing millions of college textbooks can be reduced through the purchase of digital textbooks at [www.zinio.com](http://www.zinio.com). The digital textbooks are exact replicas of the new printed version and are half the price.
- USG Corp. recently initiated a ceiling panel recycling program that calls for participants to stack and wrap old ceiling tiles and then call USG Corp. for pickup of the material. USG will pay for the shipment of the material, which will be recycled back into new ceiling products. For additional information, visit [www.usg.com](http://www.usg.com).
- Metal light fixtures and sinks from Eleek, Inc. are made with 90% - 100% recycled content. For additional information, visit [www.eleekinc.com](http://www.eleekinc.com).
- The Association of New Jersey Recyclers recently unveiled "The Recycling Coordinator Primer." This publication is meant to provide recycling coordinators with information on the laws and regulations governing recycling, as well as a fundamental understanding of the duties of a recycling coordinator. The primer is available at [www.anjr.com](http://www.anjr.com).

## Carpet Recycling Update

The Carpet America Recovery Effort (CARE) is a joint industry-government initiative to increase the amount of recycling and reuse of post-consumer carpet and reduce the amount of waste carpet going to landfills. The national goal established through this process was for the carpet industry to achieve a landfill diversion rate of 40% by 2012. The agreement also promotes

product stewardship by asking manufacturers to assume responsibility for funding the overall effort and meeting the established goals. To learn more about this initiative, visit [www.carpetrecovery.org](http://www.carpetrecovery.org).

### (Awards - Continued from page 1)

#### **Educator/Educational Program - Jeannette Rea-Keywood**

Ms. Rea-Keywood, the Cumberland County 4-H Agent, established the "Caring Keepers of our Planet Earth" 4-H Environmental Ambassador Program - a 3 day/2 night educational program for youth in grades 5 - 7. Through this program, students are able to study waste management and environmental issues, and to become ambassadors in their schools and communities.

#### **Source Reduction/Resource Management - New Jersey Resources (NJR)**

Almost 60% of the waste generated by NJR was diverted from the landfill thanks to the company's strong recycling and source reduction program. The company's three reuse centers, office paper reduction initiative and paint recovery system are all integral parts of the company's source reduction efforts. These programs have not only prevented many tons of waste from entering the landfill, but have also saved the company money.

#### **Drop-Off/Depot Location - Burlington Township**

The Burlington Township facility is designed to make recycling convenient for all residents, schools and small businesses. It is open seven days per week and is the only one of its type in the county. The site accepts a wide variety of materials and also provides residents with free mulch, firewood, and fill dirt.

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