

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Spring, 2005  
WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.

## State Solid Waste Plan Looks to Business Sector for Increased Recycling

The New Jersey Department of Environmental Protection recently released its draft Statewide Solid Waste Management Plan Update, which will serve as a guidance document for managing solid waste and recycling in New Jersey in the years to come. The draft plan addresses a wide range of topics, including the continued downward trend in our state's recycling rates. Strategies by which this troubling trend can be reversed are also included in the plan. Key among them is the call for increased recycling in the commercial sector, especially the small and medium sized business sector.

The plan not only focuses on the need to improve recycling in the commercial sector, but also the specific recyclable materials that need to be addressed by this sector. More specifically, food waste, corrugated cardboard and office paper are identified as recyclable materials that need to be recycled in much greater quantities by New Jersey businesses in order for the state to reach its recycling goal of 50% of the municipal solid waste stream. Furthermore, the plan recognizes that new and improved recycling education and enforcement programs aimed at the commercial sector are essential strategies that must be utilized for recycling gains to be achieved.

The draft plan can be reviewed at [www.state.nj.us/dep/dshw](http://www.state.nj.us/dep/dshw). Public hearings on the plan will be held on June 2 and June 7. Visit [www.state.nj.us/dep/dshw](http://www.state.nj.us/dep/dshw) for details.

**Meeting Reminder:** The next meeting of the New Jersey WasteWise Business Network is May 23, 2005, 9:30 a.m. (Mon.)  
<http://www.state.nj.us/dep/dshw/recycle/wwevents.htm>

## Did You Know...

- Twenty recycled content aluminum cans can be made with the energy needed to produce one can using virgin ore.
- International demand for recovered paper is expected to increase at the rate of eight million metric tons per year through the remainder of this decade.
- Owens Corning's signature PINK fiberglass insulation contains an average of 35% recycled content glass.
- The NJDEP recently awarded \$2.2 million in grants to counties and municipalities for clean up of scrap tire piles and for scrap tire collection programs.
- EnviroGlas Products, Inc. of Plano, Texas recently introduced its "EnviroSLAB" countertop to the marketplace. This decorative surface countertop is made with post-consumer recycled content glass. Visit [www.enviroglasproducts.com](http://www.enviroglasproducts.com) for more information.
- General Motors Corporation, a WasteWise partner since 1994, and King County, Washington, a WasteWise partner since 1997, were inducted into the WasteWise Hall of Fame in 2004.

## Bank of America Paper Policy on the Money

Bank of America, the largest retail bank in the United States, adopted a comprehensive paper procurement policy on April 1, 2005 that not only calls for the purchase of post-consumer recycled content paper, but also advances sustainable forestry practices. The bank has set a goal that 90% of their total paper purchases are to contain a minimum of 20% post-consumer recycled content by 2006. In 2004, 70% of the paper purchased by the bank contained 20% post-consumer recycled content.

## Mercury in the News

- Acting Governor Richard J. Codey recently signed legislation that requires all scrap yards to remove mercury switches from vehicles before sending the scrap metal to iron and steel mills, where the mercury would otherwise be released into the air when the vehicles are melted down and recycled. This law addresses one of New Jersey's largest remaining sources of mercury contamination. New Jersey is the third state to enact such legislation.
- The Association of Lighting and Mercury Recyclers, the Solid Waste Association of North America and the National Electrical Manufacturers Association have teamed up and developed an outreach program that is designed to promote the recycling of mercury-containing lamps in the business sector. Businesses use 85% of the fluorescent lighting in the United States, however, less than 2% of these lamps are currently recycled. The outreach program will feature workshops, meetings and the development of educational materials, including a CD-ROM. The United States Environmental Protection Agency is funding the project. For more information, contact the Association of Lighting and Mercury Recyclers at [mail@almr.org](mailto:mail@almr.org) or at 707-942-2197.

## Drywall Recycling on the Horizon

Whether you call it drywall, wallboard or gypsum, this building material is generally not recycled in most parts of the country due to limited or non-existent recycling markets. Compounding this situation is the fact that construction and demolition projects generate a significant amount of drywall waste. In terms of new construction, a typical 2,000 square foot home yields approximately one ton of drywall waste, (source: National Association of Home Builders).

Recognizing this situation and the opportunity that it represents, the National Gypsum Company and USG Corp. have embarked on pilot projects that could result in the development of a network of facilities in the northeast and beyond for recycling drywall waste. Both companies will initially focus on drywall waste generated by new construction and will be teaming up with Gypsum Recycling International, which will separate and crush the gypsum from the board's paper facing and remove any contaminants from the material. The reprocessed gypsum will then be sold to the National Gypsum Company and USG Corp. and incorporated into the production of new gypsum boards.

The National Gypsum pilot project will take place in New Hampshire, while USG's will occur at three northeastern plants. If successful, drywall recycling programs would be initiated at other plants owned by these companies and would result in the reuse of large quantities of material that would otherwise be landfilled.

## Shaw Carpeting a Wall to Wall Success

While many manufacturers continue to develop products that must be landfilled at the end of their useful life, Shaw Industries Inc., the world's largest carpet manufacturer, has taken a different approach in its carpet tile business. Shaw has established a program wherein it will collect, transport and recycle any carpet tile made with EcoWorx®, the company's popular environmentally sustainable carpet backing, at no cost to the customer. The old carpet tile is then made into new EcoWorx® carpet tiles. Shaw guarantees its customers that it will recycle all carpet squares that are returned and has included an 800-number on the back of each tile for customers to call to have the tiles picked up. This innovative program keeps tons of carpeting out of landfills. For further details, visit [www.shawcontractgroup.com](http://www.shawcontractgroup.com).

*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  
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