



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

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

## Governor Corzine Signs EO #11

It was a very good Earth Day in New Jersey this year as Governor Jon Corzine signed an Executive Order that calls for the purchase of energy efficient, less toxic and recycled products by State government. While the main focus of Executive Order #11 is on increasing energy efficiency in state owned buildings, the executive order provides a much needed update to the state's recycled product procurement policy.

Executive Order #11 indicates that state agencies must purchase the recycled products listed in the Addendum to the executive order whenever those products are "competitive", meaning they are of comparable quality and available at a price no more than 15% above the price arrived at through competitive bid. The many recycled products listed in the Addendum are grouped into a few large categories, as follows: Construction Products, Landscaping Products, Nonpaper Office Products, Paper and Paper Products, Park and Recreation Products, Transportation Products and Miscellaneous Products. The categories and recycled products listed in the executive order are consistent with the provisions found in Federal Executive Order 13101.

The new executive order also states that when purchasing recycled products consideration shall be given to those products containing the highest percentage of post-consumer waste material. Furthermore, EO #11 indicates all state publications and documents are to be printed on recycled paper and include the phrase "printed on recycled paper," "recycled paper" or words or symbols to that effect. The executive order also calls for the removal of any standards or provisions unrelated to performance that present barriers to the purchase of recycled

products. Executive Order #11 and the related press release can be obtained at <http://www.state.nj.us/governor/news/news/approved/20060422.html>.

## Did You Know...

- Twenty-four tons of steel from the World Trade Center have been used in the construction of the USS New York, the Navy's new amphibious assault ship that is under construction in Louisiana.
- Zunafish, a website that began operating earlier this year, matches people who want to trade CDs, DVDs, video tapes, video games, paperback books or audio books. Check out this new reuse option at [www.zunafish.com](http://www.zunafish.com).
- The Public Broadcasting System has launched a new home improvement program that focuses on "green" building. For further information, visit [www.buildinggreentv.com](http://www.buildinggreentv.com).
- According to industry statistics, between 3 and 4.5 million tons of auto shredder residue (the mostly rubber and plastic "fluff" that remains after a scrapped auto is shredded) is landfilled annually.
- The NJDEP, Bureau of Recycling and Planning website has undergone a major revision that has made it much more user-friendly. Visit the website at [www.state.nj.us/dep/dshw/recycling](http://www.state.nj.us/dep/dshw/recycling).
- Yemm & Hart, Ltd. recycles used corks at its Missouri plant. The company reprocesses the corks into a block that is sliced into thin sheets for use in bulletin boards and other products. Visit [www.yemhart.com](http://www.yemhart.com) for details.
- Verizon recycled over 12,000 tons of material when renovating the former AT&T headquarters in Basking Ridge.
- The USEPA will use the NFL's Pro Bowl recycling project as part of its "Recycling on the Go" model for promoting recycling at special events.

## County Recycling Initiatives Underway

Burlington County and Cape May County have initiated new programs this year designed to boost residential recycling rates. While the programs have a different focus, they both reflect the fact that more material can be recycled from homes than is currently being captured.

In Burlington County, the Aluminum Can Council and the county have teamed up on a campaign to educate residents on the benefits of curbside recycling. The goals of this "Curbside Value Partnership" are to increase participation in curbside recycling programs, provide recycling buckets where needed and to get participants to be more diligent about recycling those materials of value, including aluminum cans and newspaper. While the education and awareness program will be countywide, the program will focus on five municipalities – Beverly, Bordentown City, Mt. Holly, Westampton and Willingboro. Those living in these five communities will have access to free, new recycling buckets. The Aluminum Can Council is funding the purchase of the recycling buckets and is also providing marketing, public relations and logistical resources to the county. For further information, contact Ann Moore, the Burlington County recycling coordinator, at 609-499-1001 or at [amoore@co.burlington.nj.us](mailto:amoore@co.burlington.nj.us).

Cape May County is addressing two issues with its innovative free paper shredding program – identity theft and recycling. By providing free mobile shredding services county residents can recycle their old and confidential files and documents safely and securely. The other benefit of this program, of course, is that it will lead to greater quantities of paper being recycled in Cape May County. This program is being funded through a grant from the NJDEP. For additional information, contact Bridgett O'Connor, the Cape May County Recycling Coordinator, at 609-465-9026 or at [oconnorb@cmcmua.com](mailto:oconnorb@cmcmua.com).

Applications for the NJDEP's annual Recycling Awards must be submitted by 6/30/06. For more details, visit the NJDEP website at [www.state.nj.us/dep/dshw/recycling/recy\\_awards\\_06.pdf](http://www.state.nj.us/dep/dshw/recycling/recy_awards_06.pdf).

## Recycled Paint In the News

Thanks to the efforts of the Product Stewardship Institute (PSI), the National Paint and Coatings Association and other stakeholder groups a national standard for recycled paint will soon be available. The standard will include both environmental and performance criteria. Green Seal Inc. was chosen to oversee the development of the paint standard and will focus on the environmental criteria. The Master Painter's Institute will work with Green Seal Inc. on the performance criteria. As a result of this initiative, consumers will be able to obtain an independent certification of a recycled paint's performance characteristics, which will lead to better informed purchasing decisions. The standard will be finalized by August 31, 2006. For more information, visit [www.productstewardship.us/index.php](http://www.productstewardship.us/index.php).

## Cartridge Recycling Update

Businesses and other organizations that generate empty toner cartridges need not throw these items in the trash. There is a better alternative. Empty toner cartridges can be remanufactured, meaning that they are reprocessed and made into the equivalent of a new toner cartridge.

Laser Save, located in Freehold, has been in the business of remanufacturing toner cartridges since 1988 and reports that its operation kept 22 tons of solid waste out of the waste stream in 2004. That is quite an achievement when considering that the average empty toner cartridge weighs only five pounds. In addition to reducing the amount of material in need of disposal, remanufacturing empty toner cartridges preserves natural resources. Remanufacturing toner cartridges is also cost-effective. According to information provided by Laser Save, remanufactured toner cartridges generally cost 30% less than new cartridges. Contact Laser Save at 800-969-3339 or at [info@lasersave.com](mailto:info@lasersave.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  
<http://www.state.nj.us/dep/dshw/recycle/brbn03.htm>  
[www.epa.gov/wastewise](http://www.epa.gov/wastewise)*