

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2003

## Recyclable Paper Travels the Globe

In 2001, over 1.2 million tons of newspaper, corrugated, office paper and other paper were collected for recycling in New Jersey. While domestic paper mills continue to be the final destination for much of this recyclable paper, more and more of this commodity is finding its way to paper mills in China and other Asian countries. The demand for recyclable paper, particularly the lower grades, is especially great in China, which not only has limited domestic sources of fiber and a rapidly growing economy, but also has seen the development of new, large paper mills over the past few years. China's position as a major player in the recyclable paper market will continue to grow as 140,000 tons of new mill capacity is expected to become operational within the next year. These mills will further stimulate the demand for recyclable paper, particularly for mixed paper grades. South Korea, Indonesia, Taiwan and India are also important players in the market as these countries continue to boost their demand for recyclable paper.

Asia's great demand for recyclable paper has had an impact on markets around the world, including the domestic market of the United States. The increase in the tonnage of recyclable paper being exported from the United States has made it somewhat difficult for domestic mills to procure a supply of material and as a result has led to rising prices for that supply. Of course, this is simply the theory of supply and demand at work in the marketplace. Further fueling this trend is the consolidation of the U.S. paper industry, which has led to the closing of over 50 paper mills and the loss of 6.5 million tons of capacity over the last three years. While it is not possible to determine whether this domestic/export trend will continue, it is clear that the Asian market will continue to be a major force in the worldwide recyclable paper market.

## Did You Know...

- The Mirra Chair by Herman Miller, Inc. is comprised of recycled steel, aluminum and plastic (42% recycled content) and is highly recyclable (96% of the chair's materials can be recycled). For more information, visit the company's website at [www.hermanmiller.com](http://www.hermanmiller.com).
- The New Jersey Paper Recycling Association recently launched its new website at [www.NJPaperRecycling.org](http://www.NJPaperRecycling.org).
- Kinko's Inc. has upgraded seven of its paper stocks to contain at least 30 percent post-consumer recycled content.
- Flower bud vases made from spent shotgun shells are available through Resource Revival. The shells are collected from skeet shooting ranges and come in four different colors. Visit [www.resourcerevival.com](http://www.resourcerevival.com) for details.
- The USEPA's "Make a Difference" campaign is aimed at educating and engaging teenagers in resource conservation and environmental protection. A free resources kit entitled "Your Life, Your World, Your Choices" is available at [www.epa.gov](http://www.epa.gov).
- Used airplane parts are made into furniture by Giancarlo de Astis Design Studio of Los Angeles, CA. Available items include an executive desk made from a wing aileron, a chair made from a cockpit canopy and a table made from jet engine turbine blades. For further details, visit [www.deastisdesigns.com](http://www.deastisdesigns.com).
- The Homasote Company of West Trenton, NJ has been making building products from recycled waste paper since 1909. The company's use of this recycled feedstock helps conserve more than 1,370,000 trees each year. Visit [www.homasote.com](http://www.homasote.com) for additional information.
- Visit [www.collectcartridgesforcash.com](http://www.collectcartridgesforcash.com) to learn how organizations can earn money by recycling empty printer, fax and copier cartridges.

## Reuse Guide Hits the Scene

If you have ever wondered where you can donate used books, clothes, computers, housewares, appliances, exercise equipment, stationery and just about anything else in Mercer, Middlesex and Monmouth Counties, the source to consult is [A Place for Everything](#), written and researched by Audrey Rockman. This NJDEP-supported guide not only lists organizations that accept donations, but also includes ideas of where to sell, trade, consign or buy almost every item in your home. The reuse of various items helps charitable organizations, businesses and consumers in many ways and also keeps many tons of material from entering the waste stream. Touted as the "ultimate redistribution guide", [A Place for Everything](#) is available at no cost from the NJDEP. Contact the NJDEP, Bureau of Recycling and Planning at 609-984-3438 or at [dshweb@dep.state.nj.us](mailto:dshweb@dep.state.nj.us) for a free copy.

## Spotlight on New Recyclables

Thanks to recent industry developments, cell phones and vinyl scrap can now be recycled in New Jersey and beyond.

The Cellular Telecommunications & Internet Association recently announced the start of a new initiative entitled "Wireless...The New Recyclable." The program is designed to promote the environmentally sound recycling of used wireless products and accessories. Moving to the forefront in this area is the Nokia Company which now operates a cell phone recycling program called "Connect to Recycling" which features drop-off bins and mail-in options. The phones are sorted, baled and sent to a smelter where the metals are reclaimed. Batteries are also recycled through this program. Call 1-888-665-4228 or visit [www.nokia.com](http://www.nokia.com) for more information.

Vinyl scrap, which includes vinyl siding, windows, doors, fencing and decking, is now accepted for recycling at East Coast Recycling Associates, Inc. of Millville, New Jersey. These materials are processed along with PVC (polyvinyl chloride) bottles into a fine powder that can be used to make new vinyl flooring, siding, pipe and other vinyl products. Vinyl scrap delivered to the

facility should be no longer than four feet and free of any metal (e.g. nails, screws, staples) and excess dirt. There is no "tipping fee" charged for the receipt of these materials. For further information, contact East Coast Recycling Associates, Inc. at 856-327-4444.

## PSEG Inducted into Hall of Fame

In recognition of its waste reduction accomplishments, Public Service Enterprise Group (PSEG) was recently inducted into the WasteWise Hall of Fame by the United States Environmental Protection Agency (USEPA). PSEG's waste reduction and recycling program has been in place for ten years and has not only kept a significant amount of material out of landfills, but has saved the utility millions of dollars in operating costs.

Through the efforts of PSEG's Resource Recovery Group, waste reduction and recycling have been incorporated into all aspects of energy production. The establishment of a Resource Recovery Center in Paulsboro is a prime example of the company's commitment to waste reduction. This center sorts surplus materials and allocates them for internal reuse, external sale, donation and recycling. PSEG has also helped spread the WasteWise message and is a founding member of the New Jersey WasteWise Business Network. Contact Al Fralinger at 856-224-1638 or at [Albert.Fralinger@pseg.com](mailto:Albert.Fralinger@pseg.com) for additional information.

## Kudos to Joseph Verga

Joe Verga, one of the founders of the Network and its Co-Chair for the past four years, has retired from Verizon and has stepped down as Co-Chair of the Network. The Network thanks him for his many years of work on behalf of the organization and his support of recycling, waste reduction and recycled product procurement. Enjoy your retirement, Joe, and keep in touch!

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