



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Spring, 2009  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## Zero Waste - What's It All About?

The term "zero waste" has been heard frequently over the past few years and was even included as a key strategy in the New Jersey Department of Environmental Protection's "Draft Global Warming Response Act Recommendation Report" issued in December, 2008. The report indicates that "the State's ultimate goal is zero waste production by 2050."

The City of Austin, Texas recently adopted a zero waste policy that actually calls for a 90% reduction of waste going to the landfill by 2040. Zero waste goals have not only been adopted by government, but also by businesses throughout the world. Companies such as Xerox, Pillsbury, Hewlett-Packard and Interface, Inc. have all adopted their own zero waste policies and reported that they have diverted over 90% of their waste from landfill and incineration. EcoCycle, Inc., a non-profit recycling organization in Colorado that promotes zero waste initiatives, describes this approach as "zero waste...or darn near."

According to the Grassroots Recycling Network, zero waste is a philosophy and a design principle that includes recycling but goes beyond recycling by taking a whole system approach to the flow of resources and waste through human society. Zero waste maximizes recycling, minimizes waste generation and ensures that products are designed and made to be reused, repaired or recycled back into nature or the marketplace. Critical to zero waste is the concept of extended producer responsibility wherein manufacturers are held responsible for the waste and environmental impact their product and packaging creates, rather than passing that responsibility on to the consumer. In 2004, the Grassroots

Recycling Network established ten zero waste business principles, which include a commitment to the triple bottom line concept where social, environmental and economic performance standards are met together. For more information, visit <http://www.grn.org/zerowaste/business/index.php>. In addition, it has been proven that companies that adopt zero waste principles not only help the environment, but also realize significant monetary savings.

## Did You Know...

- A new on-line service has been created by the phone book industry's two major trade groups, the Yellow Pages Association and the Association of Directory Publishers. It allows consumers to contact the publishers that deliver phone books and opt out. This may take several steps, but the industry intends to improve the website in the future so that consumers can opt out of any phone book from the one website. See [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com) for more details.
- The Coca-Cola Co. and United Resource Recovery Corporation recently opened a new recycling center in Spartanburg, South Carolina. The facility is being touted as the largest plastic bottle-to-bottle recycling plant in the world. When fully operational, the plant will produce approximately 100 million pounds of food-grade recycled PET plastic each year.
- Best Buy now offers a new national electronics recycling service, which allows consumers to bring their electronics to any of the 1,006 Best Buys stores across the country.
- Drew University's new McLendon Hall is an environmentally-friendly dormitory that features recycled content carpeting, floor tiles, furniture and roof shingles, among other "green" features.

## Newspaper Industry Trends Impact Recycling

Newspapers, in some form, have been in existence for centuries, but are in decline and face an uncertain future thanks in part to the emergence of online news services and the myriad of other news media outlets available today. This, of course, has an impact on the tonnage of material available in the recycling stream and thus on recycling collection programs.

The first American newspaper was entitled *Publick Occurrences* and was published in 1690 in Boston. By 1783, there were forty-three newspapers in America. By the 1880s there was an astounding 11,314 different newspapers in the United States. The growth of newspapers was fueled by a number of factors, including the invention of the first paper made from wood pulp (newsprint) in 1838 by Charles Fenerty. Newspapers continued to thrive for most of the 1900s and along with it grew the newspaper recycling industry. This scenario began to change dramatically, however, toward the close of the twentieth century.

The impact of 24-hour television news and more significantly online news services can be seen clearly in New Jersey's newspaper recycling tonnage data from 1995 to 2005. In 1995, almost 526,000 tons of newspaper was recycled in New Jersey. Tonnage amounts declined from that point and hit a low of 341,000 tons recycled in 2005. While tonnage data shows that newspaper recycling increased slightly in 2006, the increase was minimal (less than 2%). Thus, over the past decade, New Jersey's newspaper recycling tonnage declined by 35%. This trend is expected to continue and is being further fueled by our nation's economic recession, which has resulted in major newspapers publishing fewer days per week or closing down operations.

***The next meeting of the New Jersey WasteWise Business Network is scheduled for Thursday, May 21, 2009 9:30 a.m. – 12:00 p.m. at PSE&G's Hadley Road site in South Plainfield, New Jersey. RSVP to: [Steven.Rinaldi@dep.state.nj.us](mailto:Steven.Rinaldi@dep.state.nj.us).***

## New Font Saves Ink!

Ecofont is a new, free font that actually uses 20% less ink than traditional fonts. The font design features tiny circles (or holes as described by the designer) placed within the characters to reduce the total ink/toner laid upon the paper. Ecofont is compatible with all computer operating systems and works best in OpenOffice, AppleWorks and MS Office 2007. Printing with a laser printer will give the best printing results, as will use of font size 9 or 10. It is ideal for printing rough drafts and internal documents. It can be downloaded at [www.ecofont.eu](http://www.ecofont.eu). Ecofont was used for this article. Can you see the holes? (Editor's Note - The text is bolder when printed on paper than it is on the computer screen.)

## NJ Transit Hops On Board the Recycling Express

Recycling is now available at a great many New Jersey Transit rail stations and will be available at all stations with more than 1,000 daily boardings by the end of 2009. Rail customers can now recycle newspapers, bottles and cans at the following stations: Aberdeen-Matawan, Edison, Elizabeth, Hamilton, Linden, Maplewood, Metropark, Metuchen, Middletown, Morristown, Newark Broad Street, Newark Liberty International Airport, New Brunswick, Princeton Junction, Rahway, South Orange, Summit, Trenton and Westfield. NJ Transit is also developing plans for expanding its program to stations with less than 1,000 daily boardings.

## Enforcement News

The NJDEP's new recycling rules set forth at NJAC 7:26A-8 establish a \$3,000 base penalty for generators who fail to source separate, store and set out the mandatory recyclable materials as per the applicable municipal recycling ordinance. Generators include residential, commercial and institutional premises.

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