

# *The New Jersey WasteWise Bulletin*

Newsletter of the New Jersey WasteWise Business Network – Winter, 2004  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## **Saving Green by Being Green**

Over the years, the WasteWise program has proven that through waste reduction, recycling, and even recycled product procurement, businesses and other organizations can save significant amounts of money in both the short term and the long term. Clearly, the economic merits of this program are a major part of the WasteWise story and are reason enough to participate in this initiative that is more well known for its environmental benefits.

The following WasteWise case studies demonstrate the cost effectiveness associated with waste reduction, recycling and recycled product procurement:

- Verizon saved more than \$4 million in one year by encouraging its 260,000 employees to use the company Intranet to obtain training and employee information instead of using paper to transmit this information.
- The Sandia National Laboratories in New Mexico and California prevented more than 200 tons of solid waste by switching to reusable cafeteria dishware, saving approximately \$22,000 in one year.
- Allergan, Inc. increased their recycling rate by 18% in a one-year period resulting in savings of almost \$340,000.
- The Eastman Kodak Company saved \$2 million by recycling its concrete demolition debris and using the resulting aggregate to build new roads.
- The Public Service Enterprise Group saved over \$15,000 by purchasing retread tires.
- Jackson County, Missouri saved more than \$121,000 by purchasing 30 percent postconsumer recycled copy paper instead of virgin paper.

## **Did You Know...**

- Used softball equipment can be donated to the International Softball Federation, a non-profit organization located in Plant City, Florida. The ISF sends the equipment to developing countries all over the world that either cannot afford equipment or cannot get it shipped to their country. For further information, contact Cindy Kersey at 813-707-7204.
- The development guidelines established for those buildings that will be constructed at the World Trade Center site in New York City encourage the reuse of pilings and other materials already on site and specify that recycled materials and products made from renewable resources be used for interior and insulating materials.
- Office Depot recently introduced "The Green Book," a catalog comprised solely of environmentally preferable products, including many recycled products. For details, call 1-800-GO-DEPOT.
- Over 1,850,000 scrap tires were removed from New Jersey roadsides, parks, vacant lots and scrap tire piles and recycled thanks to grants issued to counties in 2000 and 2001 by the New Jersey Department of Environmental Protection.

## **Network Governing Board Update**

The Governing Board of the New Jersey WasteWise Business Network recently elected Al Fralinger of the Public Service Enterprise Group as its new Co-Chair, while Nina Seiden of the Bergen County Utilities Authority was approved as its newest Board member. The Network thanks both Al and Nina for agreeing to serve in this capacity and for their support of WasteWise.

## Recycling as an Economic Force

The economic benefits of recycling as an industry are significant despite the fact that they are often overlooked. Simply stated, recycling has encouraged the growth of an industry and created jobs. On a national scale, the recycling industry continues to grow at a rate greater than that of the economy as a whole. In fact, according to the Institute for Local Self-Reliance, total employment in the recycling industry from 1967 to 2000 grew by 8.3% annually while total United States employment during the same period grew by only 2.1% annually. The recycling industry also outperformed several major industrial sectors in regard to gross annual sales as its sales rose by 12.7% annually during this period. Furthermore, the number of recycling industries in the United States increased from 8,000 in 1967 to 56,000 in 2000. These facilities employ 1.1 million people across the country.

On a more local scale, New Jersey's well-developed recycling industry, which includes manufacturers of various recycled products, specialized processing facilities and transporters, is an important segment of the state's economy. A recent study conducted by the Northeast Recycling Council and United States Environmental Protection Agency found that almost 27,000 people in New Jersey are employed in recycling and reuse establishments and that total receipts from these establishments are valued at over \$5.9 billion annually. The New Jersey Department of Environmental Protection estimates that nearly 9,000 additional jobs would be created in New Jersey should the

50% municipal solid waste recycling goal be met.

New Jersey's recycling infrastructure includes 17 intermediate processing facilities for Class A recyclable materials (glass bottles, metal cans, plastic containers, paper grades), over 100 NJDEP-approved recycling centers for Class B recyclable materials (concrete rubble, asphalt debris, wood scrap, scrap tires) and numerous steel mills, foundries and paper mills.

## Catalog Craze Hits Home

As unbelievable as it may sound, nearly 17 billion catalogs were sent to Americans in 2001. This is equal to 59 catalogs for every person in the United States. It is estimated that 3.6 million tons of paper was used to produce these catalogs. Unfortunately, according to a 2002 survey conducted by Environmental Defense, the vast majority of catalog companies do not use any recycled content paper in the production of their catalogs. These companies must be made aware that recycled content paper is competitively priced, readily available, equivalent in performance to virgin paper and preferred by customers. Consumers can help make this happen by asking their favorite catalog companies to switch to recycled content paper.

In order to reduce the number of unwanted catalogs received, consumers can also ask catalog companies not to share their name and address with other marketers. Furthermore, those interested in eliminating catalog mailings entirely can contact the Direct Marketing Association's Mail Preference Service at 212-768-7277 or at [www.dmaconsumers.org/consumerassistance.html](http://www.dmaconsumers.org/consumerassistance.html).

## Disappearing Ink Appears

Toshiba Corporation recently introduced an innovative new ink that can be erased from office paper allowing the paper to be used again. The company's "e-blue (™)" ink is entirely free of carbon and will become transparent when exposed to a high level of heat in the company's erasing machine. The ink is tinted blue so that it is not confused with standard carbon-based ink.

The erasing machine is capable of erasing between 200 and 500 pages, (depending on the size of the paper), in three hours. Toshiba believes that its system provides companies with an efficient and cost-effective paper reuse system. Decolorable pens and markers are also available.

*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)*