

The New Jersey WasteWise Bulletin

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

Corrugated and Office Paper Recycling Makes Sense in Many Ways

Businesses and other organizations that separate the corrugated cardboard and office paper generated on their premises for recycling are not only complying with state law and supporting the environment, they are also doing something that makes economic sense.

Upon examining the price paid for corrugated cardboard and office paper over the past few years, it is easy to see that these materials have maintained their value or increased in value steadily since mid-2002. While there have been ups and downs in the value of these materials over this period, (just as there is for any commodity in the market), the overall trend has been an upward one. Of course, this is good news for businesses and other generators of corrugated cardboard and office paper since higher prices result in more revenue for the materials collected through the company recycling program.

The current average price paid for loose corrugated delivered to a recycling center in the New York region is \$38.00 per ton, while the current average price paid for sorted office paper is \$55.00 per ton. Sorted white ledger is currently valued at \$115.00 per ton. (Source: [Waste News](#)) Of course, it is understood that there are costs associated with collecting and transporting these materials. These costs, however, are offset by the revenue earned on the materials collected plus the savings resulting from not having to dispose of this material as solid waste. Unfortunately, the avoided cost of disposal is often left out of the recycling cost equation. This is especially significant since solid waste disposal costs continue to rise.

Recycling corrugated cardboard, office paper and other materials also makes economic sense on the macro-economic level as these activities create many jobs and add significantly to the state and national economy. According to the National Recycling Coalition, the recycling industry is comparable in size to the auto and truck manufacturing industry and employs more than 1.1 million people.

While there are many resources available about office recycling programs, the American Forest & Paper Association's "Recycling: It Starts With You – A Guide to Recycling at Work" is a particularly helpful publication that clearly outlines the steps to workplace recycling. It is available online at www.afandpa.org.

Did You Know...

- A wide variety of recycled content products and other environmentally friendly products that will help "green" your office are available online at the Green Home Environmental Superstore. Visit www.greenhome.com for more details.
- "Is Your Life Mercury Free?", an educational brochure about potential sources of mercury in the home, proper disposal of products containing mercury, as well as the environmental and health effects of mercury, is now available from the NJDEP. Contact Dana Silverberg at Dana.Silverberg@dep.state.nj.us for copies of the brochure.
- The Rubber Pavements Association has a new website that contains numerous reports on the incorporation of recycled rubber into asphalt pavements. Visit www.asphaltrubber.org for details.
- Hesstech, LLC, an electronics demanufacturing facility in Edison, won the NJDEP's 2004 Recycling Industry Award. For more about the company's services, visit www.hesstech.com.

Electronics Recycling Lights Up the News

The growing amount of electronic products that are entering the waste stream has been the focus of much attention over the past few months. According to the International Association of Electronics Recyclers, Americans dispose of 2 million tons of electronic products per year. This amount includes 50 million computers and 130 million cell phones. Happily, there is some good news to report on this subject as more and more companies are developing and implementing initiatives to address this burgeoning waste stream. The following news items provide a glimpse of some of the programs that are now underway.

- eBay recently launched its "Rethink Initiative," a program designed to help educate consumers about how to properly recycle or dispose obsolete computers. The initiative brings together major technology companies, government agencies (including the USEPA) and non-profit organizations. It features a comprehensive website that provides information about computer recycling which will make it easier for consumers to put this knowledge into action. The website can be found at <http://pages.ebay.com/rethink>.
- T-Mobile has initiated a program that encourages consumers to bring their old cell phones to any of the company's stores for recycling. All proceeds derived from the recycled cell phones will be donated to charity. There is no cost to the consumer and all cell phones are accepted. Visit www.t-mobile.com/stores for a list of the nearest stores.
- Office Depot announced that all 950 of its stores will now accept for recycling old cell phones and used rechargeable batteries at no cost to the consumer. The company is teaming up with the Rechargeable Battery Recycling Corporation on this program. A portion of the proceeds derived from the program will be donated to charity. Details on the program can be found at <http://www.community.officedepot.com/news.asp>.

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- Panasonic's new SD Video Camera was designed so that it will be easy to recycle at the end of its useful life. The company replaced many plastic parts with recyclable metal parts, eliminated materials that would be hazardous to dispose and made sure that the camera's battery can be easily recycled. For more information on Panasonic's approach to "eco design", visit <http://www.panasonic.com/environmental/ecodesign.asp>.

Online "Toolkit" a Key Benefit of WasteWise Membership

While members of the New Jersey WasteWise Business Network are not required to sign up as a "partner" through the federal WasteWise program, it is recommended since partners have full access to the federal WasteWise resources that are available. The online "Toolkit" is an especially valuable resource as it provides essential guidance to partners as they develop and implement their company WasteWise programs.

The online Toolkit addresses the following topics: Planning Your WasteWise Program; Measuring Your Progress; Reporting Your Results; Promoting Your Achievements; and Integrating WasteWise into an Environmental Management System. Comprehensive information about each topic is included in the Toolkit. The ideas and information presented can be easily customized to meet the needs of each partner's organization. For more about the benefits available to WasteWise partners, visit www.epa.gov/wastewise.

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