



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

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

Verizon and NJDEP Win WasteWise Awards

- Verizon won the USEPA's 2005 WasteWise Partner of the Year, Very Large Business category for its successful waste prevention, recycling and green purchasing program. The company's environmental initiatives are integral components of Verizon's corporate responsibility strategy and are engrained in the company's operation, which includes more than 42,000 employees, a 50,000 vehicle fleet and more than 16,000 buildings. This Network member recovers over twenty recyclable materials from its various facilities, which has resulted in avoided disposal or recycling of more than 104,000 tons and has improved the company's "bottom line" by more than \$66 million. Verizon also purchased more than 217,000 tons of recycled content products valued at more \$2.4 million. The company prints more than 141 million directories and bills on recycled content paper. Verizon even issues its own Environmental Supplier Excellence award. Congratulations!

- The New Jersey Department of Environmental Protection was presented with the 2005 WasteWise Endorser of the Year award for its New Jersey WasteWise Business Network. An endorser is an organization that recognizes the value of WasteWise and actively promotes it to their members or constituents. The Endorser of the Year award recognizes the various efforts of the Network to spread the WasteWise message to businesses and organizations throughout New Jersey. Biannual meetings, quarterly newsletters, email updates, the development of a Recycled Products Directory CD-ROM and special events are examples of some of the Network's WasteWise initiatives. There are over 110 companies and organizations listed as members of the Network.

Did You Know...

- Beginning this fall, Dannon yogurt six-ounce containers will no longer feature a plastic lid. The containers had featured both a plastic lid and an aluminum foil seal. By eliminating the plastic lids, Dannon expects to keep 1,620 metric tons of plastic packaging out of the waste stream each year.
- The Northeast Recycling Council maintains a "Green Purchasing Resources for Businesses" website at <http://www.nerc.org/GreenPurchasing/greenpurchasingresources.html>. The website is intended for businesses that are interested in reducing the environmental impact of their operations and reducing the health and safety risks of their staff and clients.
- According to the National Association for PET Containers Resources, the U.S. recycling rate for PET (polyethylene terephthalate) containers (e.g. plastic soda bottles) in 2004 was 21.6%, representing 1.03 billion pounds of post-consumer PET containers.
- Approximately 100 million computers, monitors and televisions become obsolete each year, (source: USGAO). While much of this material is believed to be stored in basements, garages and company warehouses, these items are an environmental concern since they can contain up to four pounds of lead each. In 2000, only 9% of the electronics generated in the United States were recycled.

NJWWBN Meeting News

The next meeting of the New Jersey WasteWise Business Network will be **Thursday, November 10, 2005, 9:30 a.m. – 12:00 p.m.** at the PSE&G Training Center in Edison. Contact Steven Rinaldi at Steven.Rinaldi@dep.state.nj.us for details.

Reducing Paper Use in the Office

Eliminate unnecessary copies, notes and memos by:

- Posting announcements in central locations
- Sharing and circulating documents
- Setting up central filing systems
- Reformatting faxes to omit cover sheets
- Editing on the computer before printing
- Storing files on computer disks
- Using small pieces of paper for short memos

Use all paper on two sides, whenever possible, by:

- Increasing two-sided copying
- Printing rough drafts and informal memos on the unused side of paper that would otherwise be recycled (draft paper)
- Loading laser printer paper trays with draft paper
- Reusing draft and computer paper for notes and scrap paper

Further reduce paper by:

- Single spacing documents
- Setting margins narrower for drafts
- Changing margins to avoid pages with little text
- Using a smaller type face
- Refolding and reusing file folders
- Targeting specific audiences for direct mail to reduce your contribution to junk mail
- Avoiding duplication on your mailing lists

Encourage your office manager to buy:

- Laser printers that can make double-sided copies
- A program that allows you to fax from a computer to avoid print outs
- Fax machines that use plain paper
- Narrow lined note pads
- Electronic mail systems
- Photocopy machines that are set for two-sided copying (existing machines can be adapted)

(Source: Inform, Inc.)

Carpet Recovery, Inc. Rolls Out Welcome Mat

Residential carpet is now recyclable thanks to Carpet Recovery, Inc. of Newark, New Jersey. The company not only opened its doors in mid-2005 but also the eyes of carpet retailers and installers throughout the state. While Carpet Recovery accepts all types of post consumer carpeting, only nylon carpeting is recycled. Approximately 55% of the carpeting that is typically discarded is composed of nylon. Non-nylon carpeting is sorted and disposed as waste. At this time, the recovered nylon fiber is sent off-site for further processing and then used in the production of plastic auto parts. Ultimately, the company hopes to employ its patented process that would create a near-virgin nylon that could be used in the production of numerous plastic products.

According to the Carpet and Rug Institute, approximately 5 billion pounds of carpet discards will be generated in 2005 and only 10% of this material will be recycled or reused. Carpet Recovery, Inc.'s new operation should play a major role in helping to improve the carpet industry's national recycling rate, as well as New Jersey's total recycling rate. Visit the company's website at www.carpetrecovery.net for additional information.

Freecycle Going Strong

The Freecycle Network™ is an on-line materials exchange that allows people to donate unwanted items or obtain donated items at no cost. There is also no cost to join the Freecycle Network, which was formed as a way to promote waste reduction. There are almost 3,100 Freecycle groups in the United States at this time. Individuals and non-profit organizations have benefited greatly from this innovative exchange program, as has the environment since the Network has kept many tons of material out of U.S. landfills. For more details, visit www.freecycle.org.

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Editor: Steven Rinaldi - Printed on Recycled Paper
<http://www.state.nj.us/dep/dshw/recycle/brbn03.htm>
www.epa.gov/wastewise*