



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2014  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## Recycling Luminaries Honored at Annual Awards Ceremony

With fans scrambling to take “selfies” with their favorite recycling stars, the New Jersey Department of Environmental Protection once again honored the state’s recycling champions at the annual Recycling Symposium and Awards Luncheon held in Neptune. The NJDEP congratulates all of this year’s honorees for their excellence and achievements in the field of recycling. The 2014 NJDEP Recycling Award winners are as follows:

### **BUSINESS – Johnson & Johnson**

Johnson and Johnson’s New Jersey sites have partnered with SBM, their housekeeping company, as well as local waste vendors and internal green teams to create an innovative waste management program entitled “Care to Recycle”. SBM ultimately brought six J & J sites into the program by the end of 2013. Many types of waste have been diverted from the trash including compostable materials, 3-7 plastics, and even candy bar wrappers. The average diversion rate of these six sites was approximately 41% by the end of the first year of the program, with at least one site reaching close to 50%. The stated goals of the program are to improve diversion, find cost savings and inefficiencies, and create a standardized “look and feel” for their recycling programs across sites.

Information provided for employees at event tables throughout the year communicates program changes and successes and educates them on how they influence diversion. Program information is also shared with staff via weekly management meetings, newsletters, and the Site Sustainability and Green Teams.

### **INSTITUTION – GreenVision, Inc.**

GreenVision, Inc. is a New Jersey based 501(c)(3) program that trains developmentally disabled students to demanufacture old electronic items. With this knowledge students will ultimately be qualified to be employed in the e-waste recycling field. Client-workers develop problem-solving skills as they disassemble e-waste and sort components for recycling. The sale of components to R2 certified facilities helps to support the program. Satellite locations of this program now exist in Essex, Morris, Bergen, Union and Atlantic Counties. In 2013, GreenVision recycled 500,000 lbs. of electronics, trained 216 students, and employed 32 adults.

### **GOVERNMENT – Township of Woodbridge**

Woodbridge Township’s automated trash collection and single stream recycling program has enabled the township to reduce many of its expenses, particularly its landfill disposal costs and motor vehicle fleet expenses. Local businesses are also able to contract with the township for trash and recycling collection, which has resulted in over \$80,000 in additional annual revenue. The Township’s recycling education and outreach efforts include disseminating information via a variety of newsletters, local municipal TV, and participating in environmental events and street fairs. They also provide school recycling forums for elementary school students.

The township has also implemented the “Mow and Go” grass-cycling program, and uses the Route Smart program to design garbage and recycling routes that reduce travel time, save on gas, and reduce redundancies. In 2013, Woodbridge achieved a 65% recycling rate.

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## LEADERSHIP – Jim Morris

Jim Morris has been synonymous with recycling education and training in New Jersey for almost three decades. In addition to being the driving force behind the New Jersey Recycling Certification Series, Jim has also brought his practical, real-world approach to quantifying and understanding the economic challenges of recycling to countless individuals in both the public and private sector. Furthermore, Jim has participated in numerous working groups, panel discussions, and meetings of professional organizations to help further the cause of recycling in New Jersey.

## COMMISSIONER'S AWARD – George Chen

George Chen has served as the President of the New Jersey Paper Recycling Association since 2002. This organization was established to encourage and promote recycling in the State of New Jersey. In this capacity, George has facilitated numerous educational seminars over the years for those in or associated with the paper recycling industry and has shared his expertise about domestic and international paper recycling markets with business leaders and government officials at meetings of the New Jersey WasteWise Business Network. George was also the President of the Paper Stock Industries from 2008-2010 and has been the Paper Division Director of the Institute of Scrap Recycling Industries since 2011.

## COMMISSIONER'S AWARD – Dr. Tom Nosker

Dr. Nosker invented and developed recycled plastic composites and processes that promote plastics recycling. Among other things, his work led to the development of the first recycled plastic lumber used for park benches and picnic tables. His further research led to the development of reinforced thermoplastic composite lumber suitable for load bearing applications, such as for railroad ties and I-beams. This patented recycled material is a sustainable alternative for chemically-treated wood and has been used to construct vehicular and railroad bridges and is used in many railway tie systems.

## Did You Know...

- Southwest Airlines recycled 43 acres worth of used leather seat coverings from their airplanes into soccer balls, shoes and backpacks. This recycling initiative was done in partnership with several organizations in Africa that teach entrepreneurial skills and provide employment and training.
- California became the first state in the U.S. to ban the use of single-use plastic bags at grocery and convenience stores. Under the law, plastic bags will be phased out of checkout counters at large grocery stores and supermarkets starting next summer, and convenience stores and pharmacies in 2016. The law does not apply to bags used for fruits, vegetables or meats, or to shopping bags used at other retailers.
- Furniture designer Hugh Hayden's award winning Tennis Ball Chair is made out of 297 repurposed tennis balls. Check it out at <http://inhabitat.com/bklyn-designs-most-innovative-use-of-materials-award-winner-furniture-tennis-ball-chair/>.
- Twenty years ago, the largest cargo container ships carrying recyclable paper, metal, and plastics could carry about 5,000 steel shipping containers. Today's cargo container ships can carry more than 18,000 containers! Unfortunately, these mammoth ships are too large to fit into American ports or fit through the Panama Canal.
- A **waste audit** is an analysis of your building's waste stream and can save your company or organization money! Learn how to perform a waste audit at <http://www.nrdc.org/enterprise/greeningadvisor/wm-audits.asp>.
- America Recycles Day (November 15th) brings national attention to the importance of recycling. Take the America Recycles Day business pledge at <http://recyclingatwork.org/pledge-recycling-at-work/> and become a leader in New Jersey's efforts to increase recycling in the workplace.

### **New Jersey WasteWise Business Network**

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