



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Spring, 2007
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

“Harry Potter” Finale Goes “Green”

Will Harry remain at Hogwarts? What does the future hold for Hermione and Ron? Is Professor Snape as evil as he seems to be? Is Professor Dumbledore really gone? Can Voldemort be stopped? How much recycled content paper will be used in the new book? These, of course, are the questions that readers of J.K. Rowling’s incredibly popular series of “Harry Potter” books are waiting to have answered when the seventh and final installment of the series is released in July of this year. Fortunately, Rowling’s anxious readers won’t have to wait until July to find out about the amount of recycled content used in Harry Potter and the Deathly Hallows.

Scholastic Inc., the U.S. publisher of the “Harry Potter” series, recently announced that it had reached an agreement with Rainforest Alliance, a conservation organization that works with the business community, which ensures that the 784-page finale will be printed on paper that contains a minimum of 30% recycled content paper. Considering that 12 million copies of the book will be produced in this first printing, this is obviously a significant amount of recycled paper. In addition, a deluxe edition of the book (100,000 copies) will use paper that contains 100% post-consumer recycled content paper. The agreement also states that nearly two-thirds of the paper used for the printing will be approved by the Forest Stewardship Council.

While the various reports and documents issued by most businesses may not generate the excitement and buzz of a new “Harry Potter” novel, companies can do their part by asking their printers to ensure that post-consumer recycled content paper is used for these publications. In doing so, businesses

can “magically” transform their reports and documents into “green” publications.

Did You Know...

- Major banks such as Wells Fargo & Co. and Bank of America Corp. are converting their ATMs so that envelopes will no longer be needed for deposits, thereby greatly reducing paper waste. The converted ATMs scan checks to create an electronic image on the screen. The machines then return a receipt that includes the digital image of the deposited checks.
- Trap Rock Industries will soon pave Route 95 in Ewing and Lawrence using a mix containing recycled rubber and asphalt. The open graded rubberized asphalt mix to be used is known for its excellent noise reduction properties and high performance under wet conditions. This NJDOT project will stretch from Scudders Falls Bridge to the Route 1 interchange.
- While Napoleon first saw the need for a method of preserving food for his armies in 1795, Englishman Peter Durand did not patent the tin-plated iron can food container until 1810. At that time, only 60 cans a day could be produced. Today’s modern factories are able to produce over one million cans per day. Thankfully, 63% of these cans were recycled in the United States in 2005.
- Zozzaro Brothers Inc., a member of the New Jersey WasteWise Business Network, is opening a new recycling facility in Carteret. The facility will handle various materials including recyclable paper, corrugated cardboard and plastics.

Meeting Reminder: The next meeting of the New Jersey WasteWise Business Network is Wednesday, May 16, 2007, 9:30 a.m. at PSE&G’s Hadley Road site in South Plainfield. RSVP to: Steven.Rinaldi@dep.state.nj.us

IKEA Initiates Plastic Bag Reduction Program

IKEA, the Swedish furniture and housewares giant, has adopted a new strategy to reduce, and eventually eliminate, the use of disposable plastic shopping bags at its twenty-nine U.S. stores. The strategy entails charging customers five cents for every disposable plastic shopping bag that they use. The company hopes that this policy will encourage customers to refrain from using a bag or encourage them to utilize a reusable bag, which IKEA will sell for 59 cents. Proceeds from bag sales will be donated to American Forests, a conservation group.

IKEA had been providing approximately 70 million disposable plastic bags per year to its customers. The company hopes that their new bag policy will initially lead to a 50% reduction in plastic bag use. IKEA established a similar program in the United Kingdom in June 2006 and as a result has reduced its disposable plastic bag consumption in the U.K. by 95%. By instituting this policy at its stores, IKEA hopes to reduce the amount of waste generated, conserve natural resources and reduce the amount of litter in the environment. According to the United States Environmental Protection Agency, Americans discarded more than 4.4 million tons of plastic bags, sacks and wraps in 2005.

Shipping Containers Get a New Life

Metal Management, a scrap metal recycling company based in Newark, is taking reuse and recycling to new heights as the company's new main office will be made entirely out of old metal shipping containers. The shipping containers to be used in the project are those large rectangular boxes that are stacked up along the port area in Newark. Those travelling along the New Jersey Turnpike in the Newark area should be quite familiar with the sight of these shipping containers. Twice as many shipping containers arrive at the port than are sent out of the port resulting in a huge surplus of these containers. This imbalance

is even more of an issue at the Port of Los Angeles where six times as many containers are received than shipped out.

Fifty-two shipping containers will be used to construct the 13,000 square-foot building. The containers will be fused together and connected via openings to create a modern structure that will feature offices, conference rooms and stairways just like any other building. While shipping containers have been used in other parts of the world, including London and Los Angeles, to construct homes and commercial structures, Metal Management's new office will be North America's first large-scale structure made entirely out of these metal containers. This "green" building will not only house the staff of the company, but will also serve as a reminder to others that there are virtually no limits to the innovative reuse and recycling of items that were once viewed as waste materials.

Recyclable Paper Market Prices Remain Strong

The prices paid for recyclable paper, also referred to as recovered paper, remain high thanks to strong worldwide demand (especially from China) for fiber. At this time, the prices paid for baled paper ready for shipment to mills are as follows:

Newsprint: \$85.00/ton

Old Corrugated Containers: \$110.00/ton

Mixed Paper: \$70.00/ton

(Approximate national averages – source Moore & Associates and [Waste News](#))

The mixed paper stream is considered by many to be an especially untapped supply of recyclable paper, an opportunity for market growth and a valuable paper grade. While commodity prices will always fluctuate, the market for recyclable paper is expected to remain strong into the near future.

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