



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2010  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## Recycle on the Go!

Recycling is unquestionably a way of life for most New Jerseyans, especially at home and at work. Unfortunately, recycling is not as well established in public places, such as parks, beaches, stadiums, convention centers, airports and shopping centers. The reasons for this vary, but can be narrowed down to the following: 1) visitors who want to recycle find that there are no recycling containers available, i.e., there is no program at the site; and 2) people simply do not think about recycling outside their homes or offices since it has not been an option available to them in the past. The latter can also be attributed to the fact that there has been little education and promotion done for existing recycling programs in public places until somewhat recently. While recycling opportunities in such locales continue to increase all the time, there is still much room for improvement in this area. It is for this reason that the United States Environmental Protection Agency (USEPA) developed its "Recycle on the Go" program.

The Recycle on the Go program (online at <http://www.epa.gov/wastes/conserve/rrr/go/index.htm>) explains the eight key steps to be taken in order to design and set up an effective recycling program for public places. It also includes information on successful programs that can be used as models. In addition, helpful online resources are available through the website. The Recycle on the Go program is part of the USEPA's Resource Conservation Challenge (RCC), a nationwide effort to renew and revitalize the nation's goals of waste reduction, reuse, and recycling. One of the RCC's goals is to help the nation achieve a recycling rate of 40 percent by 2011. While New Jersey's recycling goals are a bit more aggressive – 50% rate for the municipal solid waste stream and 60% for the total solid waste

stream – they will be difficult to achieve without an increase in recycling in public places.

## Did You Know...

- Casinos continually replace old decks of cards with new decks for their blackjack and poker games. BRC Designs took note of this and utilized old playing cards from Las Vegas to create their Deuces Wild Chair. This unique lounge chair is made with 350 decks of retired playing cards. For more information, visit [www.brcdesigns.com](http://www.brcdesigns.com).
- All 1,740 Target stores across the nation now have permanent community recycling stations where shoppers are able to recycle aluminum, glass and plastic beverage containers, plastic bags, MP3 players, cell phones and ink cartridges, and other materials. This initiative was launched in conjunction with the celebration of the 40<sup>th</sup> anniversary of Earth Day this past April.
- Rutgers University's Camden Class of 2010 wore graduation gowns last month that were made from recycled plastic (PET) bottles. The gowns, made by the Herff Jones company, are not only "green" garments, but also have been found to wrinkle less and look better than standard graduation gowns.
- Gazelle calls itself the "nation's largest reCommerce company" because it pays people to recycle their old electronic products. Gazelle resells most of the items customers send in and uses recycling as a last resort so that fewer products end up in landfills. The company will even send you a postage-paid box for easy shipping. Check it out at [www.gazelle.com](http://www.gazelle.com).
- Cycle Dog® collars and leashes are made in the USA from recycled bicycle tubes. Visit [www.cycle-dog.com](http://www.cycle-dog.com) for more information.

## NEWMOA Paper Recycling Summit Set

Experts from the paper manufacturing, recycling, and hauling industries, along with building managers, government officials and a variety of businesses representing the generators of commercial sector paper will come together on July 15 at Worcester State College in Worcester, MA to discuss ways in which to capture and recycle more of this paper stream. This paper recycling summit is being hosted by the Northeast Waste Management Officials' Association (NEWMOA), a non-profit, non-partisan organization that works with the northeastern states on a variety of waste issues. It is estimated that 6 million tons of commercial sector paper are disposed as waste each year in the eight northeastern states. Clearly, this makes no sense from a solid waste management perspective. It also represents a lost opportunity to reduce greenhouse gas emissions associated with disposal.

Research conducted by NEWMOA has found that businesses that operate in strip malls and multi-tenant commercial buildings are not recycling to their fullest potential for a number of reasons. These businesses often lack the infrastructure that facilitates recycling. For example, they frequently lack space. They may have zoning restrictions that impede the collection and storage of recyclables. Some smaller businesses may not have access to affordable recycling services, or face economic disincentives that keep them from using recycling services that are available. In addition, haulers, waste brokers, and landlords who might otherwise want to offer paper recycling, face economic circumstances that favor disposal over recycling. While several states (including New Jersey) have laws requiring that businesses recycle waste paper, enforcement is often hindered by a lack of resources.

Undoubtedly, those attending the upcoming summit will be able to provide some needed insight into these issues and hopefully provide some direction on how to remedy this situation. For more information on this event, contact Bill Cass of NEWMOA at [wcass@newmoa.org](mailto:wcass@newmoa.org).

## Gulf Spill Update

The oil spill in the Gulf of Mexico is a disaster of epic proportions that will have an environmental impact for many years to come. Among the many problems related to the spill is the question of what to do with the millions of gallons of potentially toxic oil sludge that crews have skimmed and sucked out of the Gulf of Mexico. At this time, the plan is to reclaim or recycle as much of this sludge as possible. Thus far, over 21 million gallons of oil mixed with water have been skimmed out of the gulf and with oil still leaking from the damaged well; there will certainly be many more millions of gallons of this material to address.

While New Jersey's coastal waters are a considerable distance from the oil spilled in the Gulf of Mexico, the New Jersey Department of Environmental Protection is taking no chances and thus has announced the formation of a special Gulf Spill Team to monitor the situation. The team will consist of DEP experts, as well as outside scientists who have offered their services to the state. In addition to monitoring the situation, the team will create a unique scientific model of the likely path of the contaminated waters and will develop a plan of action if the oil should reach New Jersey.

## Bottles and Butts

> Coca-Cola's "PlantBottle" was presented with the Institute of Scrap Recycling Industries' Design for Recycling Award this past May. At least 30% of the resin in the PlantBottle is derived from plant-based sources. This unique PET bottle is fully recyclable within the existing recycling infrastructure.

> Chinese scientists have discovered that chemical extracts from recycled cigarette butts can be used to protect steel pipes from corrosion. Approximately 4.5 trillion cigarette butts are generated each year.

*New Jersey WasteWise Business Network*  
Albert Fralinger, PSE&G - Co-Chair, 856-339-5002 or [Albert.Fralinger@pseq.com](mailto:Albert.Fralinger@pseq.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)