



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2011
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Waste Audits a Valuable Tool for Businesses Seeking to Reduce Waste and Save Money

While most people know either firsthand or through others what a tax audit encompasses, the concept of a waste audit is a bit more vague to most folks. A waste audit is a formal, structured analysis of an organization's waste stream that enables one to determine what types of recyclable materials and waste one's office or facility generates and how much of each type is recovered for recycling or discarded. By using the data generated by a waste audit, organizations can identify ways in which they can reduce their waste generation, improve their recycling program and determine the potential for cost savings.

Waste audits should include a review of the materials purchased by an organization, including the packaging that these products arrive in, as well a visual or manual inspection of the everyday waste generated by the organization. In doing such inspections, auditors can easily identify excess packaging in the waste stream and numerous materials that should be recycled rather than disposed. This in turn can help save money for an organization through avoided disposal and hauling costs. In addition, many recyclable items can also be sold on the market as a source of revenue.

Organizations can use in-house staff to conduct waste audits or can hire consultants who specialize in this area to help them with this endeavor. Either way, it is a smart strategy to employ and one that can lead to both environmental and economic benefits.

For more on waste audits, visit the New Jersey WasteWise Business Network at <http://www.nj.gov/dep/dshw/recycling/wastewise/brbn03.htm>.

Did You Know...

- The U.S. Postal Service recently introduced a new line of stamps that encourage customers to "go green." This new line of 16 stamps includes a stamp that promotes recycling, as well as a stamp that supports reusable shopping bags. Visit usps.com/green for more information.
- A new KFC restaurant in Indianapolis was built with environmental sustainability in mind. Energy efficiency, water conservation, recycling and the use of recycled product and other green building products were all incorporated into the design of the restaurant. KFC will seek LEED™ certification for the project and hopes to use this restaurant as a prototype for future ones.
- The 2011 NJDEP Recycling Award application package is now available at www.recyclenj.org.
- L'Oreal and Terracycle are teaming up to recycle personal care and beauty product packaging. The program will focus on L'Oreal's Garnier brand containers, which will ultimately be recycled into eco-friendly playgrounds.
- Mannington Mills Inc. provides a postage-paid return label for every commercial floor product sample that they ship. Thus, samples do not get disposed as trash, but rather are sent back to the company and are reused by others seeking samples.
- Passchal LLC sells luxury bags made from discarded tractor tire inner tubes. Visit www.passchal.com for further details.

Summertime Recycling Specialty – Golf Balls!

With summertime having arrived, more and more people will be swinging golf clubs at one of New Jersey's 360 golf courses. While relaxation and fun will be the number one concern for those involved in this activity, golf enthusiasts will be happy to learn that it is now possible to recycle used golf balls. Used golf balls can either be dropped off at a Dixon Golf retail location or mailed in bulk to OnlyGolfBalls.com where they will be inspected and rated in terms of their reuse potential. The grading system is as follows:

MINT: The golf balls are like new or nearly new.

Grade "A": The golf balls have a slight noticeable imperfection.

Grade "B": The golf balls have a few more noticeable imperfections and possible discoloration.

Grade "C": The golf balls have a few more noticeable imperfections and more discoloration. Typically, these golf balls are older style balls.

The company then resells the golf balls at a fraction of the retail cost of new golf balls. The company accepts all brands of used golf balls and offers consumers a money back guarantee. Visit www.OnlyGolfBalls.com for further information.

Motivating Staff Through Incentives

Not matter how well thought out an office waste reduction and recycling program may be in terms of its logistical details, if employees do not fully participate in the program it will not be as successful as it could be. While there are many strategies that can be used to educate and promote an office waste reduction and recycling program, one of the more successful strategies that should be considered is the use of incentives to motivate staff. Some of the more commonly used incentives to consider are:

- Graph progress and show people how they are doing by division, floor or other unit.

-Create a contest and award prizes or trophies (reused, of course).

-Financially reward employees for ideas that generate significant cost savings and waste reduction.

-Offer discounts to employees who purchase coffee using their own washable mug.

-Recognize employee's waste reduction efforts in front of others.

Sustainable Jersey Grants Now Available

The Sustainable Jersey program recently announced that \$175,000 in grants are now available to those New Jersey municipalities interested in implementing green and sustainable programs within their borders. The grants will be awarded as follows: three \$25,000 grants, eight \$10,000 grants and twenty \$1,000 grants. Grant applications are due by July 22, 2011. Visit www.sustainablejersey.com for details.

Recycled Plastic Bridge Wins R&D Award

The **All Thermoplastic Composite, I-Beam Design, High-Capacity Bridge System** developed by the U.S. Army Engineer Research & Development Center in conjunction with Rutgers University, Axion International and McLaren Engineering Group was just announced as one of the winners of the *R&D Magazine* 2011 R&D 100 Awards, which honor the most technologically significant products introduced into the marketplace over the past year. The award winning recycled plastic bridges were built at Fort Bragg, NC and can support 71-ton tanks. They also proved to be cost competitive with a treated wood bridge on a first-cost basis.

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