



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Winter, 2013
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Hurricane Sandy Hits New Jersey With Massive Punch

Undoubtedly, one of the biggest local stories of the past year, if not the biggest, was the disastrous impact that Hurricane Sandy had on New Jersey, and in particular on the Jersey shore. Hurricane Sandy was classified as a Category 1 storm off the coast of the northeastern United States and was the largest Atlantic hurricane on record (as measured by diameter) with winds spanning 1,100 miles. Coastal communities not only faced the damaging hurricane winds, but also the storm surge, which resulted in flooding in many coastal and waterfront towns. Hurricane Sandy's impact was felt throughout New Jersey as winds downed power lines and trees in all areas of the state, leaving much of New Jersey without power for many days.

The storm not only inflicted much suffering on the people of New Jersey, but also left behind an enormous quantity of debris in need of disposal. The massive amount of debris left behind by the storm included wrecked homes and their contents, buildings, cars, boardwalks, trees and a whole lot more. In order to facilitate the cleanup of this mess, the New Jersey Department of Environmental Protection (NJDEP) approved over 100 "temporary debris management areas" to provide temporary storage sites for the millions of cubic yards of waste material to be removed from the affected communities. In addition, the Department issued a directive allowing solid waste facilities and transfer stations to remain open 24/7 during the weeks after the storm. The NJDEP also implemented numerous other emergency measures in order to help expedite the cleanup efforts. Cleanup crews have been doing whatever

possible to separate recyclable materials, such as tree branches and metal appliances, from the disaster debris so that they can be returned to the recycling marketplace.

While there is still much work to be done, New Jersey's storm-battered communities have shown great resiliency and grit throughout this ordeal and will undoubtedly bounce back from this disaster. For further details, visit the Hurricane Sandy Information Center online at http://www.nj.gov/nj/home/features/spotlight/hurricane_sandy.shtml.

Case Studies Report Touts the Economic Benefits of Recycling

A new report that highlights the economic benefits of recycling through real-life case studies from the private and public sector has been made available by the New Jersey WasteWise Business Network. This new resource demonstrates how businesses and other organizations can save money and reduce their waste management costs by separating recyclable materials and returning them to the economic mainstream rather than disposing them as waste.

The document is considered a work in progress in that additional case studies will be added to the document as they become available. The report kicks off with a focus on Lockheed Martin Mission Systems and Training, Janssen Pharmaceutical Companies of Johnson & Johnson, the Federal Correctional Institution at Fairton and the Township of South Brunswick. This report will soon be available online at <http://www.nj.gov/dep/dshw/recycling/wastewise/brbn03.htm>.

Did You Know...

- The town of York, Maine is now home to the first recycled plastic vehicular bridge used in a public highway application in the United States. The bridge measures 26 feet by 15 feet and was constructed with 100% recycled plastic composite beams, pilings and boards made by Axion International Inc. of New Providence, New Jersey.
- Starbucks Coffee Co. will begin selling reusable plastic cups for \$1 each in an effort to reduce the amount of trash generated by company sales. Users of the new cup will get a 10 cent discount per use so the cup will pay for itself after the purchase of 10 drinks.
- The word **"trash"** originates from 1325 – 1375 and was derived from the Middle English word "trasches" which meant "anything of little use or value." The word **"garbage"** can be traced back to 1422 (the late Middle English period) where it was used to describe the "giblets of a fowl" and "waste parts of an animal." By 1590, "garbage" was used figuratively as "worthless stuff."
- TerraCycle, Inc. of Trenton is now recycling cigarette butts in conjunction with the Natural Tobacco Company of Sante Fe, New Mexico. It took TerraCycle nearly two years to develop the process to recycle cigarette butts, which are comprised of paper, tobacco, ash and a filter made from cellulose acetate. The company will recycle the filters into pellets that will be used to make various items. The paper and tobacco will be composted.
- EcoBorder is a landscaping edging product that is made with recycled tires and is available at major hardware stores. One standard automobile tire can create approximately three pieces of a 4-foot long EcoBorder edging.
- The "My-Waste" App enables municipal recycling coordinators to communicate with residents about their township recycling program through their mobile phones. For more information, visit www.recyclingcalendars.com.

Quote To Consider - "I only feel angry when I see waste. When I see people throwing away things we could use." - Mother Teresa

E-Waste Recycling Soars

Since taking effect on Jan. 1, 2011, the state's Electronic Waste Management Act has dramatically increased the amount of e-waste that is recycled in the state, keeping potentially hazardous materials out of landfills and incinerators. Through the third quarter of 2012, more than 62 million pounds of e-waste have been diverted from the regular waste stream. The law covers televisions and all personal or portable computers - including desktop, notebook and laptop computers, as well as computer monitors. Manufacturers of these devices now fund the collection of e-waste so that it is free for consumers. For details, visit <http://www.nj.gov/dep/dshw/ewaste/index.html>.

Reuse Product Designs Imaginative to the Max

With most recycling technologies well established and no longer seeming as cutting edge as they once had, one can turn to the world of reuse and find some of the most innovative and original product ideas ever conceived.

For those who always wondered what can be done with non-functioning pens, the Pen Chandelier must be seen to be believed. It is made with hundreds of old pens and is not only functional, but attractive. The CD Chair is another example of unwanted items put to a new and creative use. It is made with hundreds of old CDs and serves as a functional chair. A table made with twisted bike tires and baskets made out of compressed newspaper are just a couple of other examples of some of the "out of the box" thinking that exists in the reuse world. In all of these cases, materials that would have wound up as waste have been "upcycled" into new and unusual products. These items and more can be seen at <http://www.ecofriend.com/eco-products-innovative-recycled-designs.html>.

New Jersey WasteWise Business Network
Al Fralinger, PSE&G - Co-Chair, 856-423-8601 or Albert.Fralinger@pseg.com
Steven Rinaldi, NJDEP, Bureau of Recycling and Planning
- Co-Chair, 609-984-3438 or Steven.Rinaldi@dep.state.nj.us
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