

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2004  
WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.

## Mid-Atlantic Sustainability Conference Update

Clean energy and green building solutions are the focus of this year's Mid-Atlantic Sustainability Conference and Trade Show, which will be held at the Marriott Hotel and the War Memorial in Trenton from September 29 through October 1. While there are five topic "tracks" included in the conference, the Materials Track may be of special interest to those involved in the WasteWise program as waste reduction, recycling and recycled product procurement are featured topics of this track. The materials sessions are as follows:

### **Session 1: Improving Your Bottom Line and the Environment through Construction and Demolition Waste Reduction, Reuse and Recycling**

Construction and Demolition Waste Overview and Opportunities - Steven Rinaldi, NJDEP, Bureau of Recycling and Planning

Reducing Waste and Saving Money through Tree Preservation during Construction and Land Development – Mary Ferraro, NJDEP, Forest Service, Community Forestry Program

The Amazing World of Architectural Salvage – Matthew White, Recycling the Past, Inc.

The Economic Benefits of Sustainable Construction Waste Management - Case Studies– Michael Buono, Environmental Service Management Group, Inc.

### **Session 2: Steps in the Right Direction - Environmentally Preferable Flooring Products**

Recycled Content Floor Underlayment – Manker Mills, Homasote Company

Linoleum Flooring – Casey Johnson, Forbo Linoleum, Inc.

Cork Flooring – Jennifer Biscoe, Globus Cork, Inc.

Recycled Content Carpeting and Backing – Neil McCaffrey, Shaw, Inc.

### **Session 3: Innovations in Recycling and Recycled Product Markets**

Structural Recycled Plastic Lumber on the Rise – Thomas Nosker, The Center for Advanced Materials via Immiscible Polymer Processing at Rutgers University

The Use of Scrap Tire Chips in Septic System Leachate Fields – Joe Matteo, Magnus Environmental Corporation

Vinyl Recycling Opportunities – George Glenn, East Coast Recycling Associates, Inc.

Producing High-Quality Recycled Wood Products from Salvaged Wood - Stubby Warmbold, Citilog

For more information, visit [www.nesea.org](http://www.nesea.org).

## The King of Recycling

While Anheuser-Busch may be more well known for its self-proclaimed "King of Beers", the company is also becoming increasingly known for its successful recycling efforts at its many facilities. According to the company's recently released environmental report, more than 97% of the solid waste generated by the brewer in 2003 was recycled. Among other things, Anheuser-Busch composts the organic by-products from its brewing operations and uses it for landscaping in its theme parks. The report is available at <http://www.abehsreport.com>.

## Did You Know...

- Earthstone International uses more than 1,300 tons of recycled glass each year to produce its earth-friendly cleaning and sanding products. Check out the company's diverse product line at [www.earthstoneintl.com](http://www.earthstoneintl.com)
- The Nightstar Magnetic Force Flashlight from Applied Innovative Technologies, Inc. promotes waste reduction because it never needs batteries! The flashlight, which is waterproof and weighs less than a pound, transforms motion into light. For more information, visit [www.nightstar1.com](http://www.nightstar1.com).
- TerraCycle, Inc. produces an organic liquid plant food from food waste that is composted by worms, a process known as vermicomposting, at the company's Burlington County facility. The product is packaged in used 20 ounce plastic soda bottles that are collected through school fundraisers. TerraCycle plant food is available at garden centers, 17 local ShopRite stores and online through Home Depot at [www.homedepot.com](http://www.homedepot.com) or through the Home Depot direct-order catalog at 1-800-553-3199. Visit [www.terracycle.net](http://www.terracycle.net) for more details.
- The American Forest & Paper Association recently announced that over half of the paper consumed in the United States in 2003, or 49.3 million tons, was recovered for recycling. For additional recycling statistics, visit [www.afandpa.org](http://www.afandpa.org).
- Updated "Grass – Cut it and leave it" brochures are available through the New Jersey Department of Environmental Protection. Contact the NJDEP at 609-984-3438 for copies.
- Kean University's new academic building, scheduled for completion in the fall of 2004, was built with 90% recycled content gypsum board, 25% recycled content insulation and 25% recycled content ceiling tiles. There was no additional cost associated with the use of these recycled products.
- Bay West EcoSoft™ Green Seal® towel and tissue products are made from 100% recycled wastepaper (minimum 40% post-consumer wastepaper content). Visit [www.baywestpaper.com](http://www.baywestpaper.com) for more information.

## Major Events Going Green

The recent Democratic National Convention in Boston and the ongoing Olympic games in Athens, Greece have something in common that should not be overlooked – recycling. Organizers of both events have taken significant steps to ensure that waste materials generated at these large venues are recycled wherever possible.

Among the many green initiatives implemented for the Democratic National Convention, several regard waste reduction, recycling and recycled product procurement. To prevent the waste of paper, convention organizers adopted extensive online operations and utilized a sophisticated Intranet system for staff. In addition, unused food from the convention was provided to hunger-relief organizations rather than disposed. Recycling also received many votes as recycling stations for mixed paper, cans and bottles were strategically located in the Fleet Center, the media work stations and at other key areas. Of particular note, wastepaper generated from the first day of the event was recycled at a local mill and made into posters that were given to attendees the next day. Furthermore, thousands of feet of telephone/data cabling were recycled, as was 1,500 sheets of unpainted sheetrock. Finally, recycled content paper and confetti were procured for the convention.

With the hopes of winning a gold medal for waste management, recycling bins for various materials have been placed at all Olympic venues in Greece as part of a comprehensive effort to minimize the amount of waste that must be disposed. To compliment this program, organizers are using television and radio advertisements that promote recycling as a new sport that requires passion, persistence and will. An anti-littering campaign is also underway. Organizers of the event hope to convey the message that respect and protection of the environment are core values in the philosophy of the games.

*New Jersey WasteWise Business Network  
Albert Fralinger, Public Service Enterprise Group - Co-Chair,  
856-224-1638 or [Albert.Fralinger@pseg.com](mailto:Albert.Fralinger@pseg.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)*