



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer 2019
WasteWise ... improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.

DEP Recycling Social Media Campaign Launched

Recycling helps the environment and economy in many ways, but in order for local recycling programs to continue to succeed, residents must do their part and keep unwanted items out of their recycling bins or carts. The New Jersey Department of Environmental Protection has addressed this recycling contamination issue in several ways, the latest being its recently launched **Recycle Right NJ** social media campaign. The campaign provides counties, municipalities, businesses and other organizations with 20 social media posts regarding the importance of putting only acceptable materials in curbside recycling bins or carts. These posts can be used on Twitter, Facebook and Instagram, as well as local recycling websites.

The Recycle Right NJ social media posts, captions and hashtags, as well as a helpful User Guide, are available online at <https://www.nj.gov/dep/dshw/recycling/promotools.html>.

Social Media Spotlight: Atlantic County Utilities Authority

The Atlantic County Utilities Authority's award-winning recycling social media program has more than 6,800 followers across its social media networks and averages 300 monthly views of its blog and 20,000 monthly views of its website. The county has established a presence on Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube. In addition, the ACUA promotes its program via Facebook Advertising and has founded two Facebook groups for those interested in recycling issues. For more information, contact Sara Verrillo at sverrillo@acua.com.



Contaminants in recycling have several adverse effects on the recycling stream. They jam up processing equipment at recycling centers, which, in turn, increases costs associated with recycling, and can pose health and safety threats to recycling center workers. Further, recycling contamination creates serious quality control issues and has led to major recycling market disruptions that have negatively affected the economics of recycling.

Stretch Your Plastic Recycling Program

Companies that generate a considerable quantity of stretch wrap plastic should look to recycle this material rather than dispose of it as waste. Stretch wrap is linear low-density polyethylene plastic film and often represents a large percentage of the waste generated by a warehouse or distribution center. Unfortunately, it is estimated that only 5 percent of the stretch wrap generated in the United States is recycled. Domestic and international recycling end markets for this material are available and will pay for baled stretch wrap. With stretch wrap being relatively easy to isolate and keep clean in a warehouse or distribution center, most generators should be able to meet the more valuable Grade A standard for this material.

Did You Know...

- With mandatory recycling being the law in New Jersey for more than 32 years, almost half of the Garden State's population has grown up with this recycling system for their entire lives.
- Adidas recently launched a new running shoe that is 100 percent recyclable. The Futurecraft Loop shoe is made solely with thermoplastic polyurethane. The entire shoe – laces and all – can be recycled into a new Futurecraft Loop shoe at the end of its useful life.
- "Salvage" is a feature-length documentary film about the city dump in Yellowknife, Canada. The film chronicles the colorful town folk who mine the dump for items that can be reused and the city's attempt to contain the facility.
- Slaybaugh Elementary School in Egg Harbor Township was recently named the 2018 New Jersey state champion of the Keep America Beautiful Recycle-Bowl, the national recycling competition designed to galvanize or improve recycling in schools across America.
- Consumer uncertainty about the meaning of the dates that appear on the labels of packaged foods is believed to contribute to about 20 percent of food waste in the home. To help dispel this confusion, the U.S. Food and Drug Administration is supporting the food industry's efforts to standardize the use of the term "Best if Used By" on its packaged-food labeling if the date is simply related to optimal quality – not safety. For more information, visit <https://www.fda.gov/consumers/consumer-updates/confused-date-labels-packaged-foods>.
- The ChicoBag Company in Chico, California accepts all brands and types of worn out or non-functional reusable bags and will either repurpose or recycle the bags. For additional information, visit www.chicobag.com.
- Fifty percent of the plastic used in Unilever North America packaging will come from post-consumer recycled content by the end of the year.
- Guinness Beer will soon be replacing its plastic multi-pack rings with 100 percent recyclable cardboard packaging.

Sustainability Speaker Series a Great Resource

The New Jersey Department of Environmental Protection's Sustainability Speaker Series (S3) provides a forum to share ideas and strategies to expand social, environmental and economic sustainability in New Jersey. S3 meetings, each with its own unique sustainability theme, bring together experts and leaders from diverse sectors to discuss how organizations can incorporate sustainability into business decisions. Meetings are held at business locations throughout New Jersey and typically include a tour of the host company's operations. The program is free and open to businesses, colleges, government officials, schools, nonprofit organizations and residents. Visit <https://www.nj.gov/dep/ages/s3.html> for additional information.

Consider a Centralized Office Recycling System

Many companies have opted to use centralized recycling and waste stations in their offices to save money and instill in employees a better understanding of what is recyclable and what is waste. In such programs, employees are responsible for bringing their waste bin and recycling bin to waste and recycling stations that are strategically located in high traffic flow areas and sorting the materials accordingly. To eliminate confusion, it is very important that centralized programs feature clear signage with text and graphics of the various materials collected for recycling. In addition to reducing maintenance staff collection costs, centralized programs typically result in less contamination.



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<http://www.nj.gov/dep/dshw/recycling/wastewise/brbn03.htm>
www.epa.gov/wastewise