

## Introducing Recycling

Since the establishment of the mandatory commercial recycling program in 1992 (Local Law 87), many New York City retail outlets and their customers have been recycling.

This second issue in a series of *NYCWasteLe\$\$* newsletters addresses recycling and provides retail store owners and managers with technical information and resources to enhance and expand their current recycling programs.

The Fresh Kills Landfill, which has provided a low-cost waste disposal option for New York City for years, is now scheduled to close by December 31, 2001. After that date, all non-recycled residential and institutional solid waste generated in New York City will be exported. Commercial waste already is shipped out of the city and the additional residential waste is likely to increase waste disposal and transportation costs for everyone in the City.

Recycling can benefit New York City retail stores by reducing carting costs, generating revenue, and streamlining operations. This newsletter shares the recycling successes of businesses in New York City and across the country. For more information about recycling, visit the *NYCWasteLe\$\$* Web site at [www.nycwasteless.com](http://www.nycwasteless.com)

## Recycling - The Seeds of Change at Patagonia



Patagonia's Seeding infant clothing line is made from textile scraps from the manufacture of the store's adult clothing lines.

Patagonia, a manufacturer and retailer of outdoor clothing offering several products made of recycled-content materials, is one of several nationally based retailers that bring a well established corporate environmental policy to their New York City store operations. Patagonia's recycled-content products include an entire line of clothing for infants, called Seeding, that is made out of fabric scraps from other clothing production.

Employees at Patagonia's New York City store, located at 101 Wooster Street in the Soho section of Manhattan, participate in a comprehensive in-house recycling program, which includes paper, glass, metal, and cardboard. Recycling boxes are located in offices and break rooms. All Patagonia products are shipped to the stores in plastic bags inside cardboard boxes. No pallets are used in shipping.

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## What To Do With Difficult-to-Recycle Materials

Besides the standard recyclable materials that are required in recycling programs across New York City, such as mixed paper, beverage containers, and corrugated cardboard, many retail outlets generate large quantities of other, not-so-easy-to-recycle materials. Some common, difficult-to-recycle materials include pallets, plastic film, toner cartridges, fluorescent lamps, and computers/electronics, to name a few.

Some companies may generate enough of these materials to make it worthwhile for a recycler or broker to collect them. Others would need to create cooperatives with other, similar businesses to

generate sufficient quantities of certain recyclable materials before a broker would be interested in accepting it. The requirements vary greatly, so call several vendors before deciding on one or giving up altogether. Here are a few resources for recycling these difficult-to-recycle materials.

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Numerous companies now recycle or reuse the fast-increasing quantity of electronics scrap generated in New York City.

### HELPLINE

New York Wa\$teMatch can help identify recycling markets for your hard-to-recycle materials.

Contact information:  
NY Wa\$teMatch  
c/o Industrial Technology Assistance Corp.  
Phil Vos, Operations Coordinator  
253 Broadway, Room 302  
New York, NY 10007  
Ph. (212) 240-6966  
Fax (212) 240-6879  
Email: [wastematch@itac.org](mailto:wastematch@itac.org)  
URL: [www.wastematch.org](http://www.wastematch.org)

Look for more details about Wa\$teMatch and its successes in the upcoming Waste Prevention issue.



**DISCLAIMER:**  
NYCWasteLe\$\$ is funded by the New York City Department of Sanitation, the New York State Energy Research and Development Authority, and the United States Environmental Protection Agency. This document may not reflect the views of these Agencies and no official endorsements should be inferred. Vendors or organizations mentioned do not constitute a complete list of products or services available.

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### Spotlight On: Recycling

Next Issue Spotlight On:  
**Waste Prevention**

**FEEDBACK**... Tell Us What's On Your Mind. We would like to hear from you. Please take a few minutes to let us know: (1) if you find the information provided in *NYC WasteLe\$\$* useful; (2) what waste prevention, recycling, and energy efficiency topics you would like to learn more about; and (3) any other thoughts and comments, including your own waste prevention, recycling, and energy conservation success stories. Simply write to us at *NYC WasteLe\$\$*, NYC Department of Sanitation, 44 Beaver Street, 6th Floor, New York, NY 10004 or you may fax information and comments to us at (212) 837-8255 (attention: *NYC WasteLe\$\$*). Thank you for your input.

## Recycling Resources

Local, state, and national organizations offer recycling information and assistance to businesses. The following are just a few of the on-line resources, publications, and organization contacts available to help you get a recycling program up and running, identify markets for recyclables, and locate recycled-content products.

### New York City Department of Sanitation

[www.ci.nyc.ny.us/strongest](http://www.ci.nyc.ny.us/strongest)  
The NYC Department of Sanitation's Recycling Program page offers information and publications about commercial, institutional, and residential recycling, including instructions for preparing and separating recyclables, collection schedules, and drop-off sites. DOS publications about recycling are available on the DOS Web site by calling the Sanitation Action Center at (212) 219-8090.

### Council on the Environment of New York City

51 Chambers Street, Room 228  
New York NY 10007  
Phone: (212) 788-7900  
Fax: (212) 788-7913  
[www.cenyc.org](http://www.cenyc.org)  
The Council on the Environment of New York City (CENYC), founded in 1970, is a privately funded citizens organization in the Mayor's Office. CENYC promotes environmental awareness and solutions to environmental problems. CENYC's programs include Open Space Greening, Greenmarket, Environmental Education, Waste Prevention and Recycling, and other special projects. The Waste Prevention and Recycling Service offers waste assessments, feasibility studies, program design, market research, employee education and program installation.

### Empire State Development, Environmental Management Investment Group

One Commerce Plaza  
Albany, NY 12245  
(518) 486-6291  
[www.empire.state.ny.us/environment/](http://www.empire.state.ny.us/environment/)  
EMIG invests in projects that produce measurable waste prevention, reuse and recycling results. Projects should enable New York State businesses and institutions to capture the economic benefits associated with waste prevention, including increased productivity and competitiveness, job creation and retention, and increased recycling capacity. Program funds support capital investments, technical assistance, and research, development and demonstration.

### New York State Department of Environmental Conservation

Division of Solid and Hazardous Waste  
Waste Reduction and Recycling Program  
50 Wolf Road  
Albany, NY 12233  
(518) 457-7337  
[www.dec.state.ny.us/website/dshw/redrecy](http://www.dec.state.ny.us/website/dshw/redrecy)  
The NYS DEC's Waste Reduction and Recycling Program offers businesses and residents technical assistance, as well as education and outreach materials, to enhance waste reduction and recycling efforts.

## Recycling Requirements for Retail Establishments

Recycling isn't just a good idea; it's the law in New York City. Local Law 87 of 1992 requires all commercial establishments to recycle certain materials, based on the nature of the business.

### Retail establishments must recycle:

- Corrugated cardboard • High-grade office paper
- Newspaper • Phone books • Bulk metal
- Catalogs and magazines • Textiles (if more than 10 percent of your business' waste)

### Commercial food and beverage service establishments must recycle:

- Corrugated cardboard • Bulk metal
- Glass bottles and jars • Plastic bottles and jugs
- Metal cans • Aluminum foil wrap and trays

Cafeterias, restaurants, bars within retail establishments, and all other food or on-premises beverage service establishments licensed by the NYC Department of Health or the New York State Liquor Authority that are located in commercial buildings are required to separate the same materials for recycling as other commercial food and beverage establishments.

In addition to implementing recycling behind the scenes, in offices, kitchens, and other

work areas, building owners or managers are responsible for establishing public recycling. Owners or managers must place labeled recycling containers in public areas, such as mall or plaza areas, where recyclables are routinely discarded, if recycling containers are not otherwise accessible to the public. In addition, owners/managers are required to keep recyclables that have been sorted by tenants and vendors separated and post signs in maintenance areas so that employees are aware of the recycling program rules and can maintain a clean recycling stream.

According to the City's Trade Waste Commission, which regulates waste carting and sets maximum carting rates, commingling bagged recyclables and bagged waste in compactors is not an acceptable practice for your carter to request. Recyclables must be separated at the source, which means by the business generating the waste. For more information, the Trade Waste Commission can be contacted at (212) 676-6275.

Visit the NYC Department of Sanitation's Web page for more information about New York City's commercial recycling requirements:  
[www.ci.nyc.ny.us/html/dos/html/bw\\_comm/index.html](http://www.ci.nyc.ny.us/html/dos/html/bw_comm/index.html)

### New York State Energy Research and Development Authority

Corporate Plaza West  
286 Washington Avenue Extension  
Albany, NY 12203-6399  
(518) 862-1090 ext.3218 (Tom Fiesinger)  
[www.nyserda.org](http://www.nyserda.org)

The Environmental Research and Development program funds municipal, industrial, and utility end-users of technologies; businesses that perform waste management and pollution control activities; and industries that develop, manufacture, and commercialize new, energy efficient waste management and pollution control products and processes.

### Global Recycling Network

[www.grn.com](http://www.grn.com)  
The Global Recycling Network is dedicated to recycling-related information. It offers markets, and allows access to Chicago Board of Trade for recyclable commodities.

### National Recycling Coalition

1727 King Street  
Alexandria VA, 22314  
Phone: (703) 683-9025  
Fax: (703) 683-9026  
[www.nrc-recycle.org](http://www.nrc-recycle.org)  
NRC is a national voice for the recycling organizations throughout the U. S. and around the world. The NRC was created to increase awareness of recycling and to provide information and assistance to businesses, public officials, and the general public.

### Northeast Recycling Council

193 Main Street, Suite 401  
Brattleboro, VT, 05301  
Phone: (802) 254-3636  
Fax: (802) 254-5870  
[www.nerc.org](http://www.nerc.org)

NERC's mission is to ensure the long-term viability of recycling in the Northeast while maximizing its full environmental and economic benefits. The site offers a Green Procurement List Serve, business forums, and recycling cooperatives.

### Recycler's World

Recycler's World Help Line: (519) 767-2913  
[www.recycle.net/recycle](http://www.recycle.net/recycle)  
Recycler's World was established as a world-wide trading site for information related to secondary or recyclable commodities, by-products, used & surplus items or materials. The New York Recycling Directory was established to promote trade in the recycling industry in the State of New York.

### U.S. EPA's Comprehensive Procurement Guidelines (CPGs)

[www.epa.gov/epaoswer/non-hw/procure/index.htm](http://www.epa.gov/epaoswer/non-hw/procure/index.htm)  
RCRA Hotline (800) 424-9346  
EPA's CPG site introduces the government's buy-recycled program including the materials listed in the procurement guidelines, levels of recycled content required, and lists of product and material suppliers.

### U.S. EPA's Jobs Through Recycling Program

[www.epa.gov/epaoswer/non-hw/recycle/jtr](http://www.epa.gov/epaoswer/non-hw/recycle/jtr)  
In Region 2 (NY,NJ,PR,VI) contact Barbara Belasco at (212) 637-4182  
The Jobs Through Recycling (JTR) program brings together the economic development and recycling communities through grants, networking, and information sharing. JTR builds recycling expertise within economic development agencies and places business development tools — technical assistance, financing, and marketing — in the hands of recycling professionals. ■

## Seeds of Change ► continued from page 1

ping. The plastic shipping materials are reused in outgoing mail orders or in place of tissue paper to stuff displays. Any leftover plastic is collected and sent to a recycling center. New York City store employees don't keep records of specific quantities of materials recycled, but mention that because the Wooster Street store reuses so much of its packaging materials, recycling and waste streams are minimized.

The commitment to recycling extends throughout Patagonia's retail operations. Lisa Marino

of the Boston store commented, "We try to recycle everything that we can't reuse or resell from our store. Cardboard is a major commodity that we reuse in our storage and shipping operations and recycle when we are through with it." Corporate spokesperson Lu Setnicka adds that often, Patagonia's environmental programs are created out of employee ideas at the individual stores. Marino and Aaron Petz of the New York store also say that occasionally, recycling ideas come directly from customers. ■

## Advances Continue in the Recycled Product Market

# Something for Everyone

Comparing the original *Official Recycled Products Guide*, published only a decade ago by American Recycling Market, Inc., to the myriad publications and on-line resources available today, one can quickly see the advances achieved in the recycled-products industry. Innovative manufacturers and product engineers have improved recycled material processing technologies and developed new systems to create products from an expanding variety of recyclable materials. Traditionally, consumers tend to think of paper when they think of recycled-content products. But in the past decade, entire industries have sprung up around manufacturing recycled products.



Post-consumer soft drink bottles are the raw material for this fleece clothing.

**REI, a retailer of outdoor clothing and products**, recently built a new flagship store in Seattle, Washington. The building incorporates a variety of recycled products. Floor mats are made of recycled tire rubber. Bathroom counters are made of syndecrete, which is made from a mixture of recycled plastic, metal, wood, and concrete. Many of the countertops in the retail area of the store are made of biocomposite, which is made of recycled newspaper and soybean protein resin. Interior walls and panels include oriented strand board, made from wood fiber scraps. Display racks and shelves include medium density fiberboard, which also is made from waste wood. For more information, call Mike Lee in REI's community affairs department: 253-395-8252.

Today, there are a variety of high-quality, cost competitive products made from recycled materials. For example, if you are replacing the floor covering inside your store, consider installing the Dodge-Regupol ECOSurfaces rubber flooring made from recycled rubber or post-production rubber scrap. According to Laura Dodge, Marketing Director, of the Lancaster, Pennsylvania based-company, "ECOSurfaces comprising five new flooring lines with a total of 38 refreshing color patterns is made from a combination of recycled SBR tire rubber and reprocessed post-production EPDM colored rubber."

If you are replacing the countertops in your shop consider using recycled glass countertops. When replacing crumbling parking stops in lots and garages, consider recycled-plastic parking stops, made from old

carpet fibers. Several lines of recycled plastic trash and recycling receptacles are manufactured with post-consumer recycled-content material. Even the clothing your personnel wears can be made with recycled materials. You may want to consider sweat-shirts, and T-shirts made from recycled PET soda bottles, when purchasing new uniforms. Finally, send your satisfied customers out the door carrying gifts packaged in recycled-content boxes inside recycled-content shopping bags. ■



For additional information on sources of recycled-content products, specification criteria, and product evaluations check the following:

- Buy Recycled Alliance of New York (212) 803-2313
- U.S. EPA's Comprehensive Procurement Guidelines [www.epa.gov/epaoswer/non-hw/procure/index.htm](http://www.epa.gov/epaoswer/non-hw/procure/index.htm) RCRA Hotline (800) 424-9346
- California Integrated Waste Management Board [www.ciwmb.ca.gov/rcp/rcpdbint.htm](http://www.ciwmb.ca.gov/rcp/rcpdbint.htm) — California's Recycled-Content Product Database (916) 255-2708
- King County Department of Natural Resources, Solid Waste Division [www.metrokc.gov/procure/green](http://www.metrokc.gov/procure/green) — King County's Environmental Purchasing Program
- Green Building Resource Guide — a database for purchase of more than 600 building materials and products with recycled-content material. [www.greenguide.com](http://www.greenguide.com) Fax request for guide to (650) 364-5116.



WasteWise partners receive technical assistance, as well as public recognition for their successes.

## Recycling — A Good Way to Be WasteWise

**R**ecycling is hot — and your business can benefit from it. Recycling includes the whole process of collecting recyclables, using recovered material in the manufacture of new products, and purchasing recycled-content products. It can save you money while conserving resources. In 1994, the U.S. Environmental Protection Agency (U.S. EPA) established the WasteWise program to champion businesses that implement and measure successful recycling and waste prevention programs.

In 1997, WasteWise's 700 partners collected more than 6.8 million tons of recyclables, purchased nearly \$3 billion in recycled-content products, and used nearly two million tons of recovered material in their manufacturing processes. In addition, businesses and institutions across the country saved an estimated \$218 million in avoided disposal fees by recycling.

Source: U.S. Environmental Protection Agency WasteWise Program

Retailers can join WasteWise and tailor their program to meet the basic requirements: expanding or improving internal recycling operations, implementing three significant waste reduction programs and making a commitment to increase the number of items containing recycled material purchased by your company.

U.S. EPA's WasteWise program can help you with your recycling collection program and other waste reduction efforts. The WasteWise program is a free, voluntary partnership program. WasteWise provides partners with technical assistance, publications, and public recognition opportunities. For more information, visit the WasteWise Web site at [www.epa.gov/wastewise](http://www.epa.gov/wastewise) or call the WasteWise helpline at (800) 372-9473 for a free information packet. ■

## Difficult-to-Recycle continued from page 1

### Plastic Film

**AAA Polymer, Inc.**  
Brooklyn, NY  
(718) 389-2498

Accepts both shrink and stretch wrap. Will only accept post-consumer plastic film by the truckload. The film must be both clean and dry. Charge dependent on quantity.

### Harmon Associates Corporation

Jericho, NY  
(516) 997-3400

Accepts all types of plastic film. Needs to be baled. Will provide a baler and pick up bales if quantities generated are sufficient.

### Kaiser Overseas, Inc.

New York, NY  
(212) 466-6000

Accepts both shrink and stretch wrap. Accepts any clear, clean film. Service is free. Film is converted into pellets and recycled into new film.

### Recycled Polymer Association

New York, NY  
(212) 463-8622

Accepts both shrink and stretch wrap. Accepts any clear, clean film. Service is free. Film is converted into pellets and recycled into new film.

### Waste Management, Inc.

Brooklyn, NY  
(718) 387-2794

Accepts shrink wrap. Requires large quantities.



Plastic film is baled and shipped to recycling facilities for reprocessing. It can be used in recycled-plastic lumber and other products.

### Pallets and Wood Crates

Pallets are a major waste management concern for many business sectors in New York City. The following vendors accept both damaged and usable wood pallets. Check with individual vendors for requirements; some require full truckloads, some pay for good pallets and charge to take broken pallets, and some will pick up pallets.

#### Pallets:

**American Pallet Recycling**  
Deer Park, NY  
(516) 667-6688

**Delisa Pallet Company**  
Newark, NJ  
(212) 732-3532

**Franchise Reconditioning Co.**  
Brooklyn, NY  
(718) 342-6965

**Hunts Point Pallet Company**  
Bronx, NY  
(718) 589-8343

**Lou's Pallets**  
Staten Island, NY  
(718) 727-5013

**Love Pallets**  
Hillside, NJ  
(908) 964-3385

**Nationwide Recycling**  
Queens, NY  
(718) 526-0100

**Pallets-R-Us**  
Wyandanch, NY  
(516) 643-1164

**Paul's Pallets**  
Bronx, NY  
(718) 842-3530

**Russo Whitlock Services, Inc.**  
Bronx, NY  
(718) 842-4666

**Tony Pallets**  
Newark, NJ  
(973) 484-7118

#### Wood Crates:

**J&B Empty Packaging Inc.**  
Brooklyn, NY  
(718) 363-0669

**Dom's Empty Package Supply**  
New Patz, NY  
(914) 883-6757



Wood pallets gain a new life after being refurbished

### Computers/Electronics

Management of computer/electronic waste is becoming more critical as previous generations of computers become obsolete at an ever-increasing rate. A staggering number of computers, monitors, and other electronics are discarded daily as newer, cheaper models become available.

Many discarded computers can be used by others. Some have been scavenged for parts and are worthless except for the value of their materials, such as scrap metal, precious metals, and plastic. Below is a list of some vendors and organizations in the Northeast region that either accept computer components for recycling or accept reusable computers for donation and reuse.

#### Recycling:

**Advanced Recovery Inc.**  
Belleville, NJ  
(973) 450-9797

**Alco Refiners**  
Wheatley Heights, NY  
(516) 491-3041

**Colt Recovery Group**  
Rahway, NJ  
(732) 382-4000

**Metech International Inc.**  
Mapleville, RI  
(401) 568-0711

**Monmouth Wire & Computer Recycling Inc.**  
Tinton Falls, NJ  
(732) 922-3320

**RCR & R**  
Rochester, NY  
(716) 546-6620

#### Reused Goods

Freeport, NY  
(516) 223-2522

#### Reuse:

**Computers for Africa Project**  
New York, NY  
(212) 608-2150

**Electronic Resource Recovery**  
Newburgh, NY  
(914) 561-1900

**Materials for the Arts**  
New York, NY  
(212) 255-5924

**Nonprofit Computing Inc.**  
New York, NY  
(212) 759-2368

### Toner Cartridges

Most major copier companies, including Lexmark, Hewlett Packard, and IBM, provide services that allow businesses to return cartridges. Other companies take almost all types of cartridges. Check with the manufacturer first.

**Laser Charge**  
(202) 291-7820

**West Point**  
(800) 624-6991

**Laser Cartridge Renewal**  
(800) 634-6422

**Toner Retrieve Ltd.**  
(212) 831-6351

**Data Products**  
(805) 578-4000

**General Ribbon Corp.**  
(800) 634-6422

### Fluorescent Lamps

Below are several companies that offer lamp recycling services. Some vendors will pick up lamps, while others require you to ship spent lamps. Contact the individual vendors for more information.

**Advanced Environmental Recycling Corporation**  
Allentown, PA  
(800) 554-AERC

**American Lamp Recycling**  
Fishkill, NY  
(800) 315-6262

**Global Recycling Technologies, Inc.**  
Rahway, NJ  
(732) 388-3005

**Mercury Waste Solutions**  
Albany, NY  
(800) 741-3343

**Northeast Lamp Recycling**  
East Windsor, CT  
(860) 292-1992

**Full Circle Ballast Recyclers**  
Bronx, NY  
(718) 328-4667

**U.S.A. Lamp & Ballast Recyclers**  
Cincinnati, OH  
(800) 778-6645

## Did You Know?

### Running a Successful Recycling Program: The Nike Story

Nike, one of the world's largest manufacturers of athletic shoes and clothing, keeps millions of shoes out of landfills each year through its unique Reuse-A-Shoe recycling program.

Nike has collection centers for used athletic shoes in twenty locations around the country, including New York City, as well as many more around the world. The collection centers are located at NikeTown stores and in the stores of specified Nike retailers. Customers donate used shoes and all brands of athletic shoes are accepted. At the Manhattan NikeTown, the customer service department collects the shoes. The old sneakers, along with factory rejects, are recycled into carpet padding, athletic surfaces and new Nike products.

The Reuse-A-Shoe program is an innovative in-store environmental marketing effort. Many NikeTown stores feature the program in prominent window displays. Bill Malloch, Nike's Director of Reuse-A-Shoe, says "Consumers don't want to buy a 'green' product. They want to buy the brand that they know and want, and they want that particular brand to be green. It becomes an attribute of the entire brand."

Nike's corporate commitment to recycling extends beyond the Reuse-A-Shoe program, as all Nike shoes are packaged in a folded design box made from 100 percent post-consumer corrugated cardboard, which is again recyclable. Nike also uses 50 percent recycled-content office paper throughout its U. S. operations.

NYC WasteLe\$\$ Program  
P.O. Box 156  
Bowling Green Station  
New York, NY 10274-0156

Bulk Rate  
U.S. Postage  
PAID  
Brooklyn, NY  
Permit #2189