



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2012  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## NJ's Top Recyclers Honored at Annual Awards Banquet

The New Jersey Department of Environmental Protection's annual recycling awards recognize excellence in recycling and source reduction and are announced each year at the recycling symposium hosted by the Association of New Jersey Recyclers. This red carpet affair, which was packed with recycling paparazzi, was held on October 17, 2012 at the Jumping Brook Country Club in Neptune, NJ. The 2012 award winners are as follows:

### **Source Reduction/Resource Management – Sunny Delight Beverages Company**

Sunny Delight Beverages Company is proud that it achieved its "zero waste to landfill" goal at its Dayton, NJ plant in 2010. The Dayton site focuses on source reduction first and then maximizes recycling by conducting waste audits, finding recycling markets for as many materials as possible and by following a plant-wide recycling protocol. Sunny D uses centrally placed recycling bins throughout the plant and discourages the use of personal trash cans. Thanks to these efforts and more, Sunny D now only needs one waste pickup (sent for cogeneration) every other month.

Sunny D's Dayton plant has increased recycling by 54% from 2007 to the present and continues to see its recycling rate rise. By maximizing recycling and receiving payments for its recyclables, the plant has generated a new revenue stream. The plant also buys 100% recycled paper, and all of the cardboard and bottles that they purchase have recycled content.

### **Recycling Industry - Atlantic Coast Fibers**

Atlantic Coast Fibers has made an aggressive investment in recycling by installing over \$11 million in new equipment over the past two years to create the most modern and efficient single-stream recycling facility in the state. Through the use of this new system, they now have the ability to handle 30,000 to 40,000 tons per month of commingled containers and single stream recyclables, in addition to the recyclable paper fiber which is processed in an adjoining building. The company believes that this increased capacity will encourage its customers to recycle even more material.

### **Educator/Educational Program - Bergen County Utilities Authority-Education Program**

The Bergen County Utilities Authority created a Recycling Discovery Box and Curriculum Supplement to provide elementary school teachers with a program that helps them increase their students' environmental awareness in school, at home and in their community. These resources contain information on recycling and waste reduction, and come complete with lesson plans, handouts and worksheets. The BCUA provides these items to teachers free of charge and has distributed 95 of these kits throughout the county thus far.

### **Government - Vernon Township**

The Vernon Township Department of Public Works took over the daily operations of its recycling center in 2011. The facility had previously been run by a vendor at a cost to taxpayers in excess of \$100,000 annually. The transition from vendor management of the facility to DPW management went very smoothly and allowed the township to

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accept additional materials at the facility, including scrap metal, white goods, consumer electronics, used motor oil, batteries, rigid plastics, and used clothing. Bicycles are also collected as part of a donation program. As a result of the township's operation of the center, recycling tonnage increased 32% in one year.

### **Institution - Samsel Upper Elementary School**

Samsel Upper Elementary School, located in Sayreville, has established a Green Team comprised of 25 fifth-grade students who are the environmental stewards of the school. Among other things, the Green Team has implemented a bottle cap recycling program, a vermi-composter recycling project, a waste-free lunch program, a Capri Sun juice box collection project and participates in the "Reuse Your Shoes" campaign in partnership with the Nike Grind Company. The school's recycling efforts are paying off as the school's recycling tonnage increased from 7.27 tons in 2010 to 17.5 tons in 2011.

### **Rising Star - Jacob Sperber**

As a student at the Woodcliff School, located in Woodcliff Lake, Jacob Sperber noted that hundreds of water bottles were being tossed into the trash on a weekly basis. Jacob displayed a great amount of leadership by developing an innovative plan to address the problem that included educational outreach, incentives, assemblies, and contests. His dedication eventually resulted in thousands of bottles being recycled from his school.

### **Commissioner's Award - Association of New Jersey Recyclers (ANJR)**

ANJR is a non-profit, non-partisan network whose mission is to serve as the voice of recycling in New Jersey through education, advocacy and the promotion of professional standards. ANJR has consistently sponsored and offered a wide variety of educational programs and works with legislators and regulators to assure that solid waste and recycling laws are reasonable and productive, that market realities are recognized, and that impediments to recycling are minimized.

## **Did You Know...**

- The Northeast Recycling Council's "Reuse Marketplace" is an online exchange that will allow businesses and other organizations to exchange reuseable items, save money and reduce waste. The venture will be launched shortly and can be found at <http://www.reusemarketplace.org/>.
- Israeli inventor Izhar Gafni has invented a bicycle that is made almost entirely out of recycled cardboard! The bike is as strong and durable as a typical bicycle and is water resistant. It has no metal parts and even has tires made of reconstituted rubber from old car tires. Mr. Gafni estimates that the bike could be sold for as little as \$20 and could make a big impact in congested cities and poor countries. Mass production will begin in a few months. Visit <http://www.npr.org/templates/archives/archive.php?thingId=162950052> for details.
- Rock and Wrap It Up!, a non-profit, antipoverty thinktank, has launched Hungerpedia.com, an encyclopedia of vetted antipoverty agencies operating in North America. The idea is to enable potential donors to find suitable agencies to recover their unwanted or surplus materials, thus keeping them out of the landfill. Items in demand include food, toilet paper, shampoos, toiletries, kitchen items and more.
- The EcoArk Fashion Pavilion, located in Taipei, Taiwan, was constructed out of 1.5 million recycled PET plastic bottles for the 2010 Taipei International Expo. The bottles were fashioned into a building product called a "Polli-Brick.™" The structure is quite striking, especially when lit up in the evening. Photos of the structure are available online at <http://natgeotv.com/ca/megastructures-eco-ark/galleries/eco-ark-pavilion#39684>.
- Pet beds made from old computers are available at [www.etsy.com](http://www.etsy.com). These "upcycled" products come with a cushion and are perfect for cats.

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