



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Business Network

November 9, 2021

To: Members and Prospective Members of the  
New Jersey WasteWise Business Network

From: Steven Rinaldi, Chair  
New Jersey WasteWise Business Network  
NJDEP, Bureau of Sustainability

Subject: Minutes from the New Jersey WasteWise Business Network webinar of  
November 3, 2021

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Minutes:

**Welcome** –Network Chair Steve Rinaldi ([Steven.Rinaldi@dep.nj.gov](mailto:Steven.Rinaldi@dep.nj.gov)) welcomed everyone and explained that the New Jersey WasteWise Business Network is the DEP’s free educational program designed to help businesses and other organizations learn more about waste reduction, recycling, and recycled product procurement. Steve highlighted the recent DEP recycling award winners who are also members of the New Jersey WasteWise Business Network and reminded all that America Recycles Day is coming up soon (11/15). The ongoing work of the Recycling Market Development Council was also mentioned as was the new straw upon request provision which took effect on 11/4/21.

**Innovative Glass Recycling Technology** – Theresa Andrejack Loux, Technical Director, Aero Aggregates of North America, LLC – Aero Aggregates, located in Philadelphia, produces ultra lightweight foamed glass aggregate from glass containers collected from residential recycling programs. To produce this aggregate, the company crushes mixed color recycled glass into a

powder and then mixes it with silicon carbide, which acts as a foaming agent. The mixture is then fed into a kiln for 40 minutes from which it emerges as a continuous gray, rock-like sheet. As the material cools, it cracks into small aggregate sized pieces. The product can be used in infrastructure, commercial and residential projects and in other applications and has been approved by many state Departments of Transportation. Ms. Andrejack Loux mentioned that quality control from the curb to the recycling center to their facility is of paramount importance. [tloux@aeroaggregates.com](mailto:tloux@aeroaggregates.com) (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**School Recycling Inspection and Education Program** – Liz Sweedy, Morris County Recycling Coordinator, Morris County Municipal Utilities Authority (MCMUA) – The MCMUA initiated a school recycling inspection and education program in 2019 that proved very successful. Ms. Sweedy stated that it was very helpful to document school recycling issues using an inspection form and also to take photos when conducting inspections since photos can clearly show improper recycling. Through this initiative, it was discovered that plastic bags and plastic film were the top contaminants (among others) in the recycling dumpsters at Morris County schools. Conversely, the inspection program found many instances where mandatory recyclable items – such as paper – were thrown in the trash. Ms. Sweedy noted the importance of educating the janitorial staff as there were a few instances where the janitorial staff was mixing recyclables together with trash. The importance of keeping dumpster lids closed was also mentioned by Ms. Sweedy as moisture from rain and snow compromises the quality of recyclable materials. Following up with school staff after the inspection was noted as a key. The MCMUA provided educational materials, such as signs, decals, and flyers to the schools to help improve the quality of the materials collected. [lsweedy@co.morris.nj.us](mailto:lsweedy@co.morris.nj.us) (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**Overcoming Disaster – Marcal Update and Paper Recycling Discussion – Bill Schlenger, Director of Purchasing, Marcal Company** - Marcal Paper is one of the oldest paper companies in the United States. The company makes 100% recycled paper towels, bath tissue and away-from-home tissue products using recycled paper feedstocks. In January of 2019, Marcal suffered a devastating fire at its Elwood Park, NJ site. The company was able to overcome this disaster and was back in business one year after the fire. Marcal is currently operating one of its two paper machines with each machine capable of producing 60,000 tons of tissue/towel. Mr. Schlenger noted that it takes about 100,000 tons per year of recyclable paper to produce 60,000 tons of tissue/towel. The fire destroyed the equipment used to cut the jumbo-sized paper rolls into individual packaged products and so Marcal purchased Nittany Paper in Pennsylvania to take on this aspect of the operation. Mr. Schlenger mentioned that Marcal is now branching out into the Kraft towels and Kraft napkins market. These are unbleached paper products, which not only expands Marcal's reach but also allows the company to accept more grades of recyclable paper. Minimizing recycling contamination in the collection and processing of recyclable paper was also noted as an important issue affecting the paper industry. [wslchlenger@marcalpaper.com](mailto:wslchlenger@marcalpaper.com) (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

**Taking Strides Down the True Platinum Zero Waste Road** – Dr. Nadereh Afsharmanesh, Vice President of Sustainability and Education, ECOS (Earth Friendly Products) – ECOS (Earth Friendly Products) makes “plant powered” laundry detergents and cleaners. Thanks to its numerous waste reduction, recycling and donation initiatives, the company was able to keep 98%

of the waste it generates out of the waste disposal stream in 2020. ECOS (Earth Friendly Products) has been Zero Waste Platinum Certified since 2015. Dr. Afsharmanesh noted that the company strives to reduce waste first and then looks to recycling as a secondary strategy. As such, much of the work towards zero waste starts with the company's sustainable procurement policy. Dr. Afsharmanesh noted that employee engagement, cost and senior management support are three common challenges facing those working to promote corporate sustainability. ECOS (Earth Friendly Products) trains all new employees on its various sustainability programs and provides continual education on these programs throughout the year. The company's sustainability programs do come at a cost, but they typically save the company money in the long run. In order to get senior management buy-in, Ms. Afsharmanesh suggested that driving sustainability goals be made a key objective for all senior managers. ECOS (Earth Friendly Products) uses periodic environmental assessments to improve operations. In addition, the company not only embraces Reduce, Reuse and Recycling strategies, but also Re-Think, Re-Design and Re-Structure strategies to advance sustainability. [nadereh@ecos.com](mailto:nadereh@ecos.com) (PowerPoint to be available at [www.anjr.com](http://www.anjr.com))

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