



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Spring 2022  
WasteWise ... improving your bottom line and the environment  
through waste reduction, recycling, and recycled product procurement.

## TerraCycle's Loop Program Changes Direction

TerraCycle's Loop™ packaging reuse initiative, which was introduced to the New Jersey WasteWise Business Network at the November 2019 meeting, has come out of the pandemic with a new approach to program implementation that focuses on partnering with existing retailers.

Participating retail stores will have a Loop section where consumers can purchase products in reusable packaging. When the product is used up, consumers bring the packaging back to a participating retailer which is equipped with interchangeable Loop collection bins. The bins are interchangeable so that you can buy a product at one store and yet return it at another participating store, if so desired.

The company tested this retailer-oriented approach in France, Japan and the United Kingdom before bringing it to the United States in 2022. Loop recently launched a retail program with Kroeger's in Portland, Oregon and anticipates launching another Loop program in Arkansas later this year. Loop is also working with several Burger Kings in New Jersey to establish a program for reusable cups and burger containers.

When Loop first launched, consumers paid a deposit and ordered a wide variety of products packaged in reusable containers through an online platform. The products were delivered to the customer's home and once used up the reusable containers were sent back to TerraCycle via a specially designed tote. The product containers were cleaned, sanitized and used again.

## Mandatory Recycling in New Jersey...35 Years and Going Strong

**Editor's Note** - It is hard to believe that 35 years have come and gone since Governor Tom Kean signed the New Jersey Statewide Mandatory Source Separation and Recycling Act, P.L. 1987, c.102. This landmark piece of environmental legislation not only made New Jersey a national leader in recycling, but it also made recycling a way of life in the Garden State. Evidence of this can be seen in the recycling tonnage gains achieved over the years. In 1987, 1.2 million tons of material were recycled in New Jersey; in 2019, that number rose to 12.1 million tons.



Clearly, there have been ups and downs over the decades, but it is fair to say that recycling has proven to be both an environmental and an economic success story in New Jersey. Thank you to all members of the New Jersey recycling community for all your hard work and for helping recycling grow and thrive in the Garden State. – SR

### ***Recycling Fact of the Day***

***Approximately 17 million cars are recycled annually in the United States!  
(Source: ISRI)***

## Did You Know...

- Starbucks, one of the nation's leading coffee chains, recently announced a big change coming soon in the way it will serve its beverages. Paper cups used for hot drinks and plastic cups used for cold drinks will be replaced with ceramic or reusable to-go mugs. The company plans to phase out its disposable cups by 2025. This change is expected to reduce the amount of paper and plastic headed to landfills in the United States.
- In the fall of 2021, the Princeton Public Schools District resumed collecting and sending food waste from its six schools to Trenton Biogas, which recycles the food waste into compost, organic fertilizer and renewable biogas.
- Cocoa Beach, Fla., is using a robotic beachcomber to remove plastics, glass, cigarette butts, bottle caps and more from the city's beaches. Named Bebot, it is believed to be the first robot used for beach cleanups in the United States.
- In 2019, New Jersey recycled 56 percent of its total solid waste stream and 38 percent of its municipal solid waste stream. (MSW = residential, commercial and institutional waste.)
- Governor Jay Inslee, of Washington state, recently signed legislation that sets a target to reduce organic waste disposal 75 percent by 2030.
- Small New Jersey businesses, with fewer than 50 full-time employees, can recycle electronic waste for free at approved manufacturer collection sites. For information on collection sites, visit <https://www.nj.gov/dep/dshw/ewaste/collectionsites.pdf>.
- Artificial Grass Recyclers recycles old artificial turf fields and sells recycled turf to those looking for less expensive turf for a project. For more details, visit <https://artificialgrassrecyclers.com/we-buy-fields/>.
- In 1938, the Garwood Load Packer revolutionized the garbage collection industry when the use of a hydraulic compactor in the truck was implemented. The first primitive compactor could double a truck's capacity.

## Bag Up NJ Campaign

The "Bag Up NJ" campaign is the New Jersey Clean Communities Council's outreach campaign on the upcoming single use plastic and paper bag prohibition. It has a simple message: Bring your own reusable bag(s) when you shop.

The campaign educates and reminds consumers about their options for sustainability at the checkout counter, including the use of reusable bags while shopping and recycling plastic bags.

The statewide prohibition on disposable bags goes into effect on May 4, 2022 and will create an effective and uniform sustainable policy for all shoppers and business owners in New Jersey. Learn more at <https://bagupnj.com/>.

## Remember Reuse and Recycling When Renovating Offices

Renovation projects can generate a significant amount of waste, but there are strategies that can reduce the waste impact of your project.

Reuse – Instead of just tossing old furniture and equipment in the dumpster, look to donate these items to charitable organizations. Some items, such as doors, windows and lighting fixtures may even be of interest to those in the business of architectural salvage.

Recycling – Many of the waste materials generated during a renovation project – ceiling tiles, carpet tiles, clean wood scrap, bricks and more - are recyclable. Learn more at [recycle.nj.gov](http://recycle.nj.gov).



### **New Jersey WasteWise**

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