



**"Partnering to make recycling strong through economic and environmentally sound solutions"**  
 Northeast Resource Recovery Association, 2101 Dover Road, Epsom, NH 03234  
 Telephone: (603) 736-4401 or 1-800-223-0150 Fax: (603) 736-4402  
 E-mail: [info@nrna.net](mailto:info@nrna.net) Web Site: [www.nrra.net](http://www.nrra.net)

## **FULL OF SCRAP** **Earth Week of 4/18/11**



*"If it can't be reduced,  
 reused, repaired, rebuilt,  
 refurbished, refinished,  
 resold, recycled or composted,  
 then it should be restricted,  
 redesigned or removed from  
 production"*  
 Berkeley Ecology  
 Center

In recognition of Earth Week this week and every week here at NRRA, we share the logo design above created by a school recycling club in keeping with the educational outreach programs that we have worked on since Earth Week last year.

### **We are sending money to the landfill**

Material	Recycling Rate	Value of Unrecovered
Paper	57%	\$3.1 Billion
Aluminum Cans	55%	\$1.3 Billion
Plastic Bottles	27% HDPE, 29% PET	\$1.6 Billion
Steel Cans	65%	\$0.4 Billion
Glass Bottles	28%	\$0.1 Billion
<b>Total</b>		<b>\$6.5 Billion/Year</b>

Resource Recycling  
 Portland, Oregon

The quote above is something that by recycling it, we are honoring its sentiment. It is as true this week as it was when it was written, and we have only to look at the chart to the right from Resource Recycling Magazine to see how much of a challenge remains even after 40 years of Earth Days and Earth Weeks.

We have used this chart before and will continue to cite it as the simplest and clearest list of examples as to why we must do better.

On behalf of all of the NRRA staff, the Board of Trustees and the entire membership we truly wish that there will come a time soon when every day will be Earth Day, and every week will bring the planet closer to a sustainable balance. We encourage all our readers to do what you can to advance the goal of increased recycling and resource recovery.

**It must be earth Week .....because we just got through unloading the compost bins, kitchen pails and Rain barrels off the truck! ☺**



**NRRA Plastics Workshop a Huge Success – Standing Room Only!!!**



NRRA and over 70 attendees got a head start celebrating Earth Week on April 13 when they participated in a vigorous discussion workshop at the Epsom office. The topic was plastic, resin codes and trying to make sense of it all. Executive Director Mike Durfor and Member Services Representative Marilyn Weir covered the confusing array of national codes, local market realities and what to do with tubs, lids, and rigid plastic. As expected the experts were in the audience and everyone came away with a better understanding of what is currently the reality of recycling plastics in all its forms and what the future holds for all of this material. Those who attended also did their assigned homework and certificates for training are being sent out this week. NRRA will continue to present these workshops whenever possible as long as we don't run out of room! It was a good first step in on-going outreach efforts by the entire NRRA staff. If you have suggestions for future topics you would like to see covered by all means let us know.

**MARK YOUR CALENDAR: FOR THE FOLLOWING MOM MEETINGS BELOW:**

- |              |   |
|--------------|---|
| May 11       | NRRA Office   |
| June         | No Meeting - NRRA's Conference June 6 <sup>th</sup> & 7 <sup>th</sup> |
| July         | No Meeting  |
| August       | No Meeting – Site Visits  |
| September 14 | NRRA Office – also Trustee Meeting                                    |
| October 12   | Vendor Facility Tour/Mom Meeting                                      |
| November 9   | NRRA Office/Annual Meeting  |
| December     | No Meeting due to Holidays  |

## **NRRA Presents Gerry Cornet from New Boston with first “Facility of the Quarter Award”**



In recognition of the outstanding outreach and cooperation with the New Boston Central School, and the efforts of both staffs and especially the enthusiasm of the students, NRRA was proud to present Gerry Cornett with the first ever “Facility of the Quarter” Award. NRRA intends to select one facility each quarter that shows exemplary innovation, outreach, education, or a combination of any or all of these characteristics in its recycling programs. Congratulations to the whole New Boston Team!



### **APRIL 11-APRIL 17 – National Volunteers Week**

NRRA is pleased to recognize all of our volunteers during this special week. In particular, we’d like to recognize Mary Jane (“MJ”) Poch. MJ, a long time NRRA volunteer, has recently returned to help us out with our endless filing tasks. You may remember MJ from years ago, as she used to help us with answering phones, among many other duties. MJ left us after nearly eight years of dedicated, volunteer help. At that time, she felt she needed a change so she began volunteering at a local school. Last month, after a few years of volunteering at the school, she decided she needed another change. She then telephoned us to see if she could come back. Of course, there was no hesitation on our part! It just goes to show – even volunteers can be “recycled”! We are so glad she’s decided to return – please join us in saying **WELCOME BACK MJ AND THANK YOU!!!!!!**

## **From the Director's Chair....**

### **NRRA is pleased to introduce Kent Foerster of the Washington, D.C. EPA office to present at the 30<sup>th</sup> Diamond Jubilee Conference**

Kent will be presenting a workshop on Monday, a school workshop on Tuesday and closing the 30<sup>th</sup> Anniversary Conference with his Keynote Vision for the future of recycling and resource recovery on Tuesday following the School awards at the Tuesday luncheon.

Kent Foerster is an environmental protection specialist with the U.S. Environmental Protection Agency in Washington, DC working in the areas of recycling, waste reduction, product stewardship and sustainable materials management. He is presently responsible for measurement, regional collaboration and one of the staff members on the Sustainable Financing of MSW Recycling Packaging Dialogue. He previously worked with the Kansas Department of Health and Environment, several environmental NGO's, consulting firms and a research and development group. Kent has been in and out of the recycling and market development field for over 37 years. Kent has BS degrees in Political Science and Geography and a Juris Doctorate in Law. A native New Yorker who has spent most of his adult life in the prairies of Kansas is happy to return to the deciduous forests of the northeast.



### **It's not too late to be part of this milestone event!!!!**

**To become a CONFERENCE SPONSOR** please contact: Michael Durfor, NRRA Executive Director: [mdurfor@nrra.net](mailto:mdurfor@nrra.net) or (800) 223-0150 x16.

**To EXHIBIT**, please contact Marilyn Weir: [info@nrra.net](mailto:info@nrra.net) or (800) 223-0150 x11.

**To DONATE to the SILENT AUCTION**, please go to [www.nrra.net](http://www.nrra.net) for a donation sheet or contact Paula Dow: [pdow@nrra.net](mailto:pdow@nrra.net) or (800) 223-0150 x10.

**To ATTEND and/or to BECOME A MEMBER** please contact Paula Dow: [pdow@nrra.net](mailto:pdow@nrra.net) or (800) 223-0150 x10. *You may also register on line by visiting <http://www.nrra.net/conference/attendees>.*

***Be sure to register soon to take advantage of discounts – rates increase on May 16!***

### **NRRA History & Contacts – We Need Your Help!**

We're still looking for your ideas and historical information. Email or contact Paula ([pdow@nrra.net](mailto:pdow@nrra.net)) with your suggestions! Or, if you know the current whereabouts of any of the following people, please email that as well. Your help is greatly appreciated

#### **Missing VIP**

David Kelly  
Eric Meserve  
Robert Mitchell

#### **Last Known Whereabouts**

Londonderry SW Advisory Committee, Londonderry, NH  
Meredith, NH (then somewhere in Florida)  
Jaffrey, NH

## Red Blazer Restaurant in Concord, NH Certifies as Environmental Champion

The New Hampshire Department of Environmental Services (NHDES) and the New Hampshire Lodging and Restaurant Association's Sustainability Program (NHSLRP) announce the Red Blazer Restaurant in Concord, NH has been certified as a 3<sup>rd</sup> Environmental Champion,<sup>2</sup> under a new restaurant certification program.

The NHSLRP has created a new green restaurant certification and The Red Blazer is the first restaurant to certify under that program. The Environmental Champion certification process involves filling out a points-based application that awards points for various environmental initiatives and participation in a site visit to verify those initiatives.

To earn this award, The Red Blazer has switched the lighting to energy efficient bulbs; reduced lighting costs by taking advantage of natural light; and installed a program that ensures lighting is not left on unnecessarily. The restaurant buys local products whenever possible; has high efficiency equipment in the kitchen; gives its pre-consumer waste food scraps to an employee that raises pigs; and has contracted for a single stream recycling program. There are areas in the restaurant zoned separately to allow for shut down of heat and air conditioning when not in use and the system allows for utilization of fresh air when the outdoor temperature permits. Perhaps the most unique program in the restaurant is the use of waste cooking oil to heat all of the building's hot water. The owners and staff are constantly looking for ways to reduce their environmental impact without compromising service to their customers. They even encourage the restaurant clientele to go to [www.myenergyplan.net](http://www.myenergyplan.net) to find ways to reduce energy in their homes.

Sarandis Karathanasis, in addition to being co-owner of The Red Blazer, is also part of the management team for Americo, a company based out of Pittsfield, that turns waste cooking oil into biomass based renewable diesel fuel. He has been promoting this renewable energy source to restaurants throughout the state. Sarandis will be speaking at a free restaurant workshop in Meredith on April 20th, sharing his ideas and efforts with other restaurateurs throughout the state. There is still limited seating available for this event. If you would like to attend, please email Melissa Zych at [melissa.zych@des.nh.gov](mailto:melissa.zych@des.nh.gov) or call 271-0878.

***NRRA is pleased to pass this information along. As you may know, NRRA has been hosting its Annual Meeting at the Red Blazer for several years, and Americo is one of NRRA's vendors. Congratulations to all for a job well-done!!! Keep up the great work!***

## **FROM THE SCHOOL RECYCLING CLUB.....**

### **Don't Forget – Earth Day is on Friday!**

Oh my have we been busy here at the School Recycling CLUB!! We've been on the road non-stop and finally have a second to take a little breather! Between Jackie and Kelly we've gotten to almost 100 schools! And, guess what's around the corner ... EARTH DAY! Make Friday, April 22<sup>nd</sup> a fun day for your schools and staff by giving old items a new life!

By my past craft projects, you probably can tell that my house loves cereal. Even more because I know I can repurpose the boxes into fun business card holders, bookmarks and more! For instructions, go to <http://www.schoolrecycling.net/>.



But, my new project is inspired by Michele and Jenny from Salem High School. I first met these two gals when I started here at NRRA three years ago. They were freshmen in a big school and wanted to make some big changes. And did they ever! They jumpstarted the school's recycling program!

Just a few months ago I got to check in with them again!! Now a couple years older their passion for recycling is still there. And, look what they showed me—Manila folders given a new sparkly life with foil candy wrappers! Those are beautiful! So Jenny and Michele—this one's for you.



I recently decided that I wanted to make a wallet out of “recyclables”. First, I started with my beloved cereal boxes, but it just didn’t work out. So, I moved on to a pile of magazines I had laying around ... nah ... too thin. Finally, I decided that old picture books were perfect for this project.

Sadly, most books are recycled after there’s torn or ripped pages. But give them a purpose and use them as origami paper. I folded them into a wallet and tah dah ... look how cool these are! Here is one made out of old *Where’s Waldo* books! And yes, Waldo is on the wallet! Make sure to sign up for the conference to see some of the other things I’ve been working on!



## Thank You to Our Trusty Intern!

Thank you, thank you, thank you Jackie Albanese for all of your hard work over the past couple months. She worked with The Club to help us reach out to schools and complete the STAR Assessment. And, did she ever! Going to over 40 schools during her internship, she reached out to schools in New Hampshire and even Mass. The winter was full of delay and cancellations, but she didn’t let that get in her way!

Thank you Jackie, and we wish you all the best in the rest of your Master’s education at Antioch University.

**Here are some other cool ideas** (*reprinted from BonaFide Green Goods Newsletter*)

## Natural Easter Egg Dyes

Easter is traditionally the time for dyeing Easter eggs. For bona fide safe and natural dying (no Red Dye number 40!), try nature's own food dyes: Light Yellow = yellow onion skins, Blue = blueberries, Green = spinach, Dark Yellow = turmeric, Pink = beets, Orange = paprika. Use white vinegar to set the color. For more in-depth directions: [Mother Earth News](#)



## Need Some Action?

Tell Stonyfield why you eat organic to be entered to win free organic yogurt and groceries!

[Your Organic Moment](#)

## Great Green Link

The average American lifestyle requires 2,000 gallons of water per day! Most of that water use is hidden in the food we eat, the products we buy, and other sources. Calculate your water footprint here with the [Water Footprint Calculator](#)

## CLASSIFIEDS:

**Wanted: Two 48' or 53' used Storage Trailers** – roadworthy enough to be transported to Weare, NH. Please call John at 529-1650.

*If you are looking for something or have something to sell/give away/trade, email: [info@nrra.net](mailto:info@nrra.net) and we'll include it in the next issue.*

## From Adam's Desk...

Hello Folks....They say spring has sprung and as I look out my window, indeed it has. And, as luck would have it, we have another report of smooth sailing this week I'm afraid. ;-)

**Fibers..**Movement and pricing remains good on all grades though export #s do seem to be backing off a hair just as it seemed they'd start to drive the market once again.

One notable thing happening in the newspaper market is the closing of the Katahdin paper mill in Maine last week. They have been a large New England consumer of newspaper for years and their closing will mean a significant local buyer of news will go away; potentially causing a quick drop in New England prices. Coupled with that is the rumor that they are currently sitting on over 7000 tons of news and all of that tonnage will now enter the market; again potentially driving down prices. This certainly will be interesting to watch as generation declines have been keeping that market hot for months now and we do not expect that generation to significantly change on the consumer side any time soon.

**Plastics..**It seems nothing can stop these prices! I know I seem like a broken record but please keep us abreast of your inventory on these as we love putting together two-stop loads.

Baseline prices are as follows...Prices may be higher or lower depending on load characteristics.

HDPE Natural = \$.37/lb  
HDPE Mixed Color = \$.29/lb  
PETE = \$.33/lb

**Scrap...**Scrap metal is the one bummer this week as it shows another \$10 per gross ton drop. Week of 4/18/2011 rates are as follows...

Delivered/containerized = \$215/gt

Zone 1 = \$175/gt  
Zone 2 = \$165/gt  
Zone 3 = \$150/gt

Speaking of scrap, our old friend Ron Johnson has come out of hibernation and will be hitting towns in the Southwest part of the state starting this week and will be working his way east from there. Call to get on the list for a scrap pickup.

**Steel and Aluminum Cans...**April #s are out for steel can loads and they look remarkably similar to March #s. Full loads are hovering around \$340/gt depending on load weight and location while full aluminum can loads are up into the \$.93/lb range.

For baled and loose loads delivered to the various Schnitzer yards, were looking at prices of...

Loose Steel Cans = \$170/gt  
Baled Steel Cans = \$175/gt  
Loose Aluminum Cans = \$.70/lb  
Baled Aluminum Cans = \$.74/lb

Also a reminder if you're delivering material, particularly bales of aluminum cans, talk with us about delivering to BFI in Hooksett. We're working with some phenomenal pricing with them right now...Call for more info

And also I just wanted to briefly thank everyone who came out this past Wednesday for what I do believe was our largest Marketing Committee Meeting perhaps ever and certainly in the past 6 years. I haven't seen the final #s but I'll bet we push past having had 70 attendees. Who needs DES anyway?!?! (JOKE!) =) Anyway...that's it for now! Cheers...

Thanks..Adam

Members: [800-223-0150](tel:800-223-0150) ext. 14  
Cell: [603-988-7459](tel:603-988-7459)  
[aclark@nrra.net](mailto:aclark@nrra.net)

## **From Bonnie's Desk...**

### **PROPANE TANKS**

**Effective immediately**, NRRR/Rindge Energy WILL be taking **1 pound propane cylinders**. Rindge Energy has worked out an arrangement for their processor to take them. There is still a \$.50/charge per tank in effect.

ALSO - NRRR/Rindge Energy will temporarily **NOT** be taking Propane Tanks **over 100 lbs.** – please store OR do not accept at your facility until further notice. Rindge Energy and NRRR will be working to find an outlet ASAP.

### **FREON RECOVERY FEE ADJUSTMENT**

**Effective May 1<sup>st</sup>**, NRRR/Interstate Refrigerant will be charging \$9/unit for Freon Recovery of Refrigerators, Freezers, Air Conditioners, Dehumidifiers & Water Coolers. Interstate Refrigerant reduced costs for 6 ½ months and is returning to regular established pricing per unit.

Simply call NRRR to schedule Freon Recovery – minimum of 25 units. Units are **not** removed from site and, once Freon is recovered, can be included with your Scrap Metal for Revenue. A Certificate of Recovery is provided to Members by Interstate Refrigerant thru NRRR's Accounting Dept.

## **From Paula's Desk...**



**Grants:** New Hampshire municipalities are all eligible to apply for grants toward the purchase price of **recycling equipment**. To apply for a grant, go to the NHtB website [www.nhthebeautiful.org](http://www.nhthebeautiful.org), print & fill out the form and fax it to Paula or Jan at 736-4402. If you do not have access to the internet, please give us a call 800-223-0150, and we can fax or mail a form to you.

**Signs:** New Hampshire Municipalities are all eligible to apply for signs (60 points each fiscal year or until funds run out). To apply for signs, go to the NHtB website [www.nhthebeautiful.org](http://www.nhthebeautiful.org) and print the forms you need and fax it to Paula or Jan

at 736-4402. **Please NOTE!!!! You can only order signs that are on the list. Words can be removed but nothing can be added.**



## **RECYCLEMOBILE**

**It's time to reserve** a RecycleMobile for your event!! Contact Paula Dow at 1-800-223-0150 or download form at <http://www.nrra.net/membership/recycle-mobile/>

The RecycleMobile was developed to help make recycling at special events low-cost, highly visible and efficient. It is a simple to use, eye-catching recycling unit consisting of a fiberglass box with six collection holes (3 per side) that is attached to a 4' by 6' trailer and houses six - 32 gallon barrels. You will need a 2" ball to tow the RecycleMobile.

Sponsored by the NRRRA and New Hampshire the Beautiful, Inc., and with generous funding from the American Plastics Council, Shop 'n Save and Hannaford Supermarkets, New Hampshire Soft Drink Association, and the National Soft Drink Association.

## **SWANA Training at the 30<sup>th</sup> Annual NRRRA Conference & Exposition**

The Northern New England Chapter of the Solid Waste Association of North America will be hosting a MOLO course in conjunction with the 30<sup>th</sup> Annual Northeast Resource Recovery Conference & Exposition. Also, as a promotion for membership to SWANA, the NNE Chapter is offering a 50% discount on your membership application fees if you register for the MOLO course.

This 3 day-course will be at the Radisson Hotel/Center of NH in Manchester from Monday June 6<sup>th</sup> through Wednesday June 8<sup>th</sup>, and the exam will be held on the morning of June 9<sup>th</sup>. For details and registration information, visit <http://www.nrra.net/PDF/2011Conference/SWANA-2011.pdf>.

For those of you who want to become MOLO certified or learn more about landfill operations, this course will provide the 30 hours of training on efficient and responsible operation of landfill, solid waste regulations, and safe practices and effective interaction with employees, regulators, and neighbors. More information on SWANA certification can be found at <http://swana.org/Education/Educate/Certification/tabid/87/Default.aspx>

## **VERMONT - NEWS**

### **From Association of Vermont Recyclers...**

#### **Free Webinar - Small Town/Rural School Waste Reduction & Recycling**

**Join us for a Webinar on May 4, 3 – 4:15 p.m. EDT**

#### **Space is limited.**

Reserve your Webinar seat now at: <https://www3.gotomeeting.com/register/879229910>

While there are many successful school waste reduction efforts, schools in rural areas and small towns often lack the resources to know how to start tackling the issue. This Webinar will assist schools to get started implementing waste reduction, recycling, and composting programs.

**Title:** *Small Town/Rural School Waste Reduction & Recycling*

**Date:** Wednesday, May 4, 2011

**Time:** 3:00 PM - 4:15 PM EDT



**Presenters:**

Norm Staunton, Executive Director of [Association of Vermont Recyclers](#), and Grants Manager for the [Northeast Resource Recovery Association](#) (NRRRA), will provide an overview of the NRRRA's [School Recycling Club](#), including:

- How to get started,
- Different collection logistics and options,
- Education and marketing, and
- Strategies for success and tips for replication.

Eric Magers and Scott Morrison from Manchester Essex Regional Middle School (Manchester, Massachusetts) will present on the school's [Green Team](#). Their presentation will cover:

- Funding and cost effectiveness of the program, including cost savings,
- Green Team – business model, mission statement, and branding,
- Getting students to participate,
- Collection logistics—who, what, where, and single-stream recycling,
- Greening the kitchen, cleaning supplies, and other green initiatives,
- Composting and switching to biodegradable trays in the cafeteria, and
- Strategies for success: building community partners.

**Moderator:** Mary Ann Remolador, Assistant Director, [Northeast Recycling Council, Inc.](#)

**Who should participate in the Webinar?**

Teachers, school administrators, school staff, custodians, parents, students, recycling coordinators, and anyone that works with schools and wants to help them reduce their waste.

**Why participate?**

Much of the school waste stream is recyclable and compostable. As a part of its Rural School Waste Reduction, Reuse, Recycling, and Composting project, NERC staff conducted waste sorts at schools in Connecticut, Delaware, and New York and found that between 60-85 percent of the school waste included materials that could be recycled or composted. These amounts are supported by waste audits conducted in schools around the country. Waste reduction, recycling, and composting reduces the school waste stream and potential saves schools money. After registering you will receive a confirmation email containing information about joining the Webinar. For more information on the Webinars or on NERC's school project, contact [Athena Lee Bradley](#) ([athena@nerc.org](mailto:athena@nerc.org)), Projects Manager.

## **MASSACHUSETTS – NEWS**

What's in our waste? 2010 Mass. waste audit results announced What is in our waste? Brown and Caldwell conducted detailed waste audits at 6 of the 7 Mass. Waste to Energy facilities, which collectively accept 49% of all of our State's disposed municipal solid waste (MSW). Based on the three largest facilities' figures, some of the most startling revelations included:

28% of what is thrown out is paper and cardboard. 20% is organic material  
15% is plastics and plastic film 4% is textiles. To see how the audits were conducted and for more details, see the presentation from the MassRecycle Conference at <http://www.slideshare.net/MassRecycle2011/materials-management-a-closer-look-at-our-garbagealan-kirschner>.

Register for SSRC/PCHA Legislative breakfast The SSRC will co-host a Legislative Breakfast with Plymouth County Highway and Barnstable County Highway Associations on Friday, May 20 from 8:30-10 at the Radisson Hotel in Plymouth. One Board representative per town may go at SSRC expense on a first-come basis, all others attending through the SSRC at \$25/person. Reservations and payment must be received by April 28. RSVP [<mailto:ssrecyclingcoop@verizon.net>](mailto:ssrecyclingcoop@verizon.net) Claire (Abington, Rockland, Scituate and Whitman representatives have already reserved their towns' "free" tickets).

## OTHER EVENTS:

Massachusetts <<http://www.MaSustainableCommunities.com>> Sustainable Communities Conference, "Best Practices in Local Sustainability", April 15, 8am-4pm, Holiday Inn, Marlborough, MA. registration <<http://www.MSCC.EventBrite.com>> \$75 ù

Annual Green Schools Summit <<http://www.projectgreenschools.org/>> , Fri., Apr. 29, Mansfield High School. Keynote Address from Governor Deval Patrick workshops, competitions, resources and everything to do with greening our schools. ù

Hearing on the <<http://www.malegislature.gov/Bills/BillText/8728?generalCourtId=1>> E-Waste Bill, H252 and S352 Wed., May 4, 1 PM, State House Room A-1. The bill calls for producers of TVs and computers to be responsible for their discarded products. For more information contact [pledger@cleanwater.org](mailto:pledger@cleanwater.org). ù

Press Event, Celebrate Majority of Municipalities passed Updated Bottle Bill Resolution, Thurs., May 5, 11:30 am, Boston City Hall Eagle Room. Mayor Menino, Rep. Alice Wolf, Sen. Cynthia Creem. All are welcome. For info, contact Colleen <<mailto:cspivey@masspirg.org>> . <<http://www.massrecycle.org/bottlebill/resolution.html>> ù

MassDEP SMRP Grant workshops, Thursday, May 12, 10-noon, Mansfield Town Hall; Tues., May 17, 10-noon, MassDEP SERO, Riverside Dr. Lakeville;

MassRecycle Southeast Municipal Recycling Council, Wed., June 8, 9 am-noon, Wrentham. Topic: Product Stewardship. <<mailto:macse2@tmlp.net>> Kathi Mirza-Claire Sullivan, Executive Director

*Information submitted by: Claire Sullivan, Executive Director, [South Shore Recycling Cooperative](http://www.southshorerecyclingcoop.com) 781.329.8318; f 781.329.2097; [ssrecyclingcoop@verizon.net](mailto:ssrecyclingcoop@verizon.net); Chairman, [Mass Recycles Paper](http://www.massrecyclespaper.com)*

## **NATIONAL – NEWS**

### **Standardizing recycling labels for bins**

A nonprofit organization is spearheading a simple solution to a common source of confusion that often leads to headaches for recycling processors and haulers.

Despite other advancements in recycling, the industry still lacks a consistent and coherent way to label recycling bins, leaving the guesswork with consumers who often put items in the wrong receptacle or in the trash, creating more work for processors down the line. But a new initiative being introduced to the industry and the general public seeks to solve this regularly occurring problem.

In 2009, at the Recycling Association of Minnesota Conference, Michelle "Mitch" Hedlund pitched the idea of creating standardized labels on recycling bins that would signal to consumers where to put their recyclables, doing away with the confusing array of signage used across the country, while producing cleaner and more consistent streams for processors.

Organizations including industry groups, school associations, retailers and others was formed to come up with labels that the public would come to readily associate with certain types of materials and drop them in the correct bin without an afterthought. Recycling Across America (RAA), which Hedlund serves as executive director of, was also formed to further spearhead the effort.

"We wanted to make sure that it wasn't just industry making that decision, but also the general public," said Hedlund.

Hedlund stressed that developing easy-to-recognize labeling to be uniformly used on receptacles is long overdue. She said that the labels, which she hopes will be as commonly understood as traffic signals, could make a big difference in the quality of materials collected and the overall effectiveness of recycling.

"If recycling and manufacturing with recycled materials is going to be taken seriously in this country, then the labels on bins need to be taken seriously. It's simply a matter of common sense," wrote Hedlund, in an email to *Resource Recycling*.

RAA had originally launched a [website](#) in September of last year that allowed anyone to download and print the 21 labels for recycling collection. However, the organization later changed its tack. RAA now no longer permits people to download the labels after discovering that they were being altered or were becoming faded and ripped. Now if a church, school business or other institution wants them they have to pony up \$1.33 a piece for each of the 8 ½ by 5 ½ inch labels.

"Labels need to be taken seriously and they need to be effective and clean and withstand use in order to be effective," said Hedlund, who explained her organization does not want the labels to end up like the infamous "chasing arrows" icon that has become confusing or outright meaningless to the public.

She added that the labels, made by Screen Graphics, are sturdy enough to stay intact in both an Alaska winter and Arizona summer. She's also looking into getting grants lined up to make it easier for organizations to purchase them.

Hedlund said that RAA is looking into getting the labels copyrighted and has a pro bono lawyer who will crack down on errant use of them, although she hopes it wouldn't come to that.

"We're not chasing anybody, certainly but we do feel the importance of protecting the standardization," she said.

Now that RAA has a better system in place to distribute the labels, Hedlund said she begin doing more aggressive outreach to get the word out to make them more universal. She also said she'll be a presence at FOS –

upcoming conferences like the Residential Recycling Conference that was held recently in Nashville, Tennessee.

So far, the labels are being used by at least one organization in all 50 states, according to Hedlund, and are getting interest in the UK, Canada and Australia. She also noted that retail giant Target was involved in the process of developing them, and Republic Services, a waste hauling company, has signed on to use them. Hedlund has also seen additional interest from state recycling associations and the U.S. Environmental Protection Agency, among others.

*Reprinted from Resource Recycling Newsletter*

## **U.S. paper and paperboard capacity on the decline**

The total paper and paperboard capacity in the U.S. continues to decline, according to the results of a survey from the American Forest & Paper Association.

The association's *51st Annual Survey of Paper, Paperboard and Pulp Capacity* reveals that the total paper and paperboard capacity in the U.S. declined 3.1 percent in 2010, down to 91.05 million tons in 2010. The most recent numbers are a continuation of 2009's decline of 2.5 percent and 0.8 percent in 2008.

Additionally, the survey found that a total of 22 machines and 12 mills were classified as permanently closed. Seven more machines and two more mills are scheduled to shut their doors in 2011.

The survey also found more bad news for the industry, reporting that the total paper and paperboard capacity in the U.S. is expected to further contract by 1.4 percent in 2011. However, it anticipates small increases of 0.1 percent and 0.2 percent in 2012 and 2013, respectively.

For more, visit the [AF&PA's website](#).

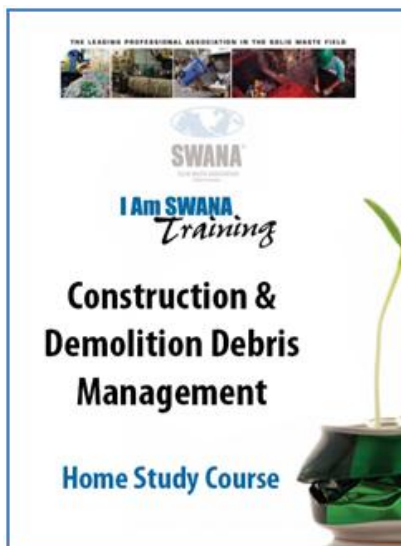
*Reprinted from Resource Recycling Newsletter*



April 9, 2011



SWANA introduces the newly updated Construction & Demolition Debris Management Home Study Course.



Today, solid waste professionals are frequently being called upon to serve as managers of C&D debris operations, distinct and separate from other waste management operations.

[Construction & Demolition Debris Management](#) introduces you to the management and recycling of C&D debris materials and the disposal of residuals from these operations.

After completing this course, you will understand the solid waste systems that recycle and dispose of wastes generated from the construction, deconstruction, renovation and demolition of buildings and other structures.

---

For SWANA Certified Professionals, taking the course will earn you 10 Continuing Education Credits (CEUs) toward recertification in all disciplines.

Order today from the [SWANASTore](#):

- \$125 member price \$250 non-member price

For in-depth training on C&D materials management, see SWANA's Managing Construction and Demolition Materials Management Course. This 3-day certification prep course provides much more detail in the processing, management, and disposal of C&D materials. For course details and information on training locations, [click here](#).

Questions? Visit [www.SWANA.org](http://www.SWANA.org) or call 1-800-GO-SWANA. (467-9262).