



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2015  
WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.

## Green Light a Green Team!

Recycling programs and other sustainable initiatives are more likely to succeed when they are supported by a "green team," which is a group of volunteers from different departments of a company or organization that come together to champion internal environmental programs and initiatives. A must for those looking to start a green team is to first get the support of upper management. Once this is accomplished, a green team will be able to move ahead and recruit volunteers, begin analyzing internal operations and develop programs to improve or initiate environmental programs within the company or organization.

It is recommended that green teams initially focus on goals that are easily achievable, such as improving the organization's recycling program through the use of uniform recycling containers, better recycling signs and improved educational and promotional materials. Other simple initiatives that newly formed green teams can focus on are programs that promote the use of reusable mugs over disposable cups and the use of two-sided copying at printers. As green teams gain confidence and experience, they can begin to look at more complex matters such as changing company procurement practices so that they promote waste minimization (e.g., purchase hand blow dryers for bathrooms instead of purchasing paper towels) and recycled content purchasing (e.g., copy paper and a wide variety of other office products.) Mature green teams can go further still by addressing energy efficiency, "green" cleaning products, and many more issues.

Green teams should always track the results of their initiatives so that they can not only document reductions in waste generation and disposal and increases in materials recycling, etc., but also show how these

programs have helped the bottom line of the organization. By quantifying the payback of these initiatives, green teams can show management and staff that these programs make both environmental and economic sense.

## ISRI Study Concludes that Recycling Industry Is An Economic Force In the U.S.

The Institute of Scrap Recycling Industries, Inc. (ISRI) recently released a new economic impact study which shows that recycling plays a significant role in the economy of the United States. In fact, the study found that the recycling industry employs almost 500,000 Americans and generates more than \$105 billion annually in economic activity. To put this in perspective, the study points out that the recycling industry's economic clout is similar to that of the data processing and hosting sector, the dental field and the automotive repair industry. Furthermore, the study revealed that since 2013 direct employment in the recycling industry has risen 8%, direct economic activity has increased by 30% and tax revenue generated by the recycling industry has increased by approximately 8%. This report shows once again that recycling not only helps the environment, but also the local and national economy. For additional information, please visit [www.isri.org/policy-regulations/economy](http://www.isri.org/policy-regulations/economy).

### ***New Jersey News Flashes!!!!***

**Angela Contillo** of Long Beach Township (a member of the New Jersey WasteWise Business Network) was recently honored by the USEPA with an Environmental Champion Award!

The **City of Long Branch** will be constructing its new boardwalk with recycled plastic lumber decking!

NJDEP **Recycling Award** Applications are due by 7/24/15!

## Putting the Bounce Back into Tennis Balls

Each year, approximately 300 million tennis balls are produced and put into play. As tennis players know, all tennis balls begin to lose their bounce after a while and become unusable. So, what is to be done with all of these "dead" tennis balls? Rather than throw them in the trash, tennis players can send them to a company called reBounces, LLC based in Harrison, Arkansas, which is in the business of recycling or recharging "dead" tennis balls. The company uses a patented re-pressurization system that puts the bounce back into the tennis balls, thereby extending their lives as practice balls. The re-pressurization process takes three days to complete and while the balls do not look new at the end of the process, they bounce as if they are new. Tennis balls that are in very bad shape and are too worn to be re-pressurized are sent to other facilities to be recycled into other products.

reBounces asks donors to accumulate at least 200 old tennis balls, purchase a shipping box and then send them an email about the upcoming shipment. The company will send the donor a pre-paid shipping label that will cover the cost of shipping the tennis balls to them. Tennis facilities also have the option of purchasing the re-pressurization system for use at the club. reBounces sells the re-pressurized practice tennis balls at a reduced price to consumers. Visit [www.rebounces.com](http://www.rebounces.com) for additional information.

## Recycling in Public Places

It is very difficult to get people to recycle properly in parks, at recreational ball fields and in other public places. The following resources will help program organizers plan and implement such programs:

"Recycle On the Go" (USEPA) – visit <http://www.epa.gov/epawaste/conservation/rogo/index.htm>

"Public Space Recycling Resources" (KAB) – visit <http://americarecyclesday.org/public-space-recycling-resources>

## ANJR Still Going Strong

The Association of New Jersey Recyclers (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 been an important voice in the New Jersey recycling community since 1984 and still plays an important role today. ANJR supports integrated solid waste management and facilitates this approach with education and advocacy around the issues of recycling, source reduction, household hazardous waste management and composting. The organization hosts a variety of events throughout the year, such as its annual Recycling Symposium, and works with governmental agencies and legislators in support of recycling and waste management issues. Please visit <http://anjr.com/pdf/ANJR-Brochure-2014.pdf> for more information.

## Did You Know...

- Coca-Cola and Virent, a biofuels and biochemical company, introduced a plastic bottle made entirely out of beet sugars. The 100% PlantBottle looks, functions and recycles like traditional PET plastic bottles.
- The U.S. Postal System, DHL, FED EX, PUROLATOR and UPS all are major users of retreaded tires for their fleets. The purchase of environmentally-friendly retreaded tires saves millions of dollars for these organizations!
- In 2014, over 1.25 million pounds of recycled PET was incorporated into Timberland footwear!
- The operator of MetLife Stadium, the home of the New York Giants and New York Jets, purchased a composter last fall that composts all of the food waste and compostable serviceware that comes out of the arena.
- San Francisco recycles traditional recyclables and food waste from the residential and commercial sectors and now has an 80% recycling rate!

### ***New Jersey WasteWise Business Network***

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