

# RECYCLING WORKS *It's Good Business*



# a new way of Doing Business

## Product Stewardship is Waste Reduction, Start to Finish

Once a product has outlived its usefulness, it often winds up in the local landfill. In Europe and parts of Asia, new legislation is being developed that now holds the product manufacturers accountable for what happens to products and packaging at the end of their useful life. This new way of thinking, called "Product Stewardship" in some circles, has begun to send a ripple through the United States manufacturing industry.

Product Stewardship is the practice of managing products and materials so that all the original resources remain useful

and never become waste. Everyone along the product chain, from producer to consumer, has responsibility for stewardship, whether it be in harvesting materials, designing and manufacturing, distributing, or consuming products.

Several local companies are already setting fine examples as stewards of their products. From producing to packaging their products, these companies think about ways to minimize the resources they use and avoid unnecessary disposal. Their packaging, products and/or parts are designed to be reusable or at least to be recyclable.

### Airing Out a Fresh Idea, Goodwinds Builds a Package-less Kite

Goodwinds Kites in Seattle designed a self-erecting, collapsible kite that eliminates packaging while still keeping a space for the marketing message. When folded, their new ready-to-fly "Pop Kan" kite resembles a 78-speed record made of fabric, with a large hole in the middle. Goodwind's designers fit the string winder into the center hole and mounted the product and marketing information to the sides of the winder—with no packaging at all! When customers want to assemble the kite, they remove the winder from the hole, expand the kite, connect the string to the kite and winder, and it's ready for flight. For more information contact Todd Hostetter at 206-632-6151.

### Collins & Aikman Has "High Hopes" for Recycled Carpet

Collins & Aikman, an international floorcovering manufacturer, found an environmental role model at ground level—the ant. Following that resourceful creature's example, Collins & Aikman "saves for the future by carrying the load today." The company carries its "load" by collecting old carpet and recycling it with the country's only carpet-into-carpet process. The result is called ER3, a high-quality, cost-effective 100% recycled carpet backing that the company uses for its modular carpet tiles and six-foot roll products. ER3 uses a dry, glue-free adhe- *continues >*



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# a new way of Doing Business

[ continued from front page ] sive that does not compromise air quality.

Companies buying new Collins & Aikman carpet can have their old vinyl-back carpet (from any manufacturer) reclaimed and are guaranteed that their new carpet will be taken back for recycling at the end of its useful life. Clients pay return shipping charges, but usually break even with what they would have spent on tipping fees and landfilling. Locally, the City of Renton used 12,000 square yards of ER3 carpet tiles in its City Hall, thus keeping 18 tons of recyclable materials out of landfills. The company says 4,000 tons of old carpet are once again underfoot thanks to 1998's take-back efforts alone. Meanwhile, Collins & Aikman saved money and resources with a plentiful, closed-loop feedstock and won 1998's "Innovative New Product" award from the National Recycling Coalition. To learn more about their take-back program or products, call Dennis Turnbull or Randy Johnson at Collins & Aikman's Bellevue office at 425-641-1958.

## Bubbling Over With Good News, The Pop Shoppe's Product Reduces Waste

The Pop Shoppe sells The Soft Drink Machine, a device that carbonates ordinary drinking water. Customers can easily make soft drinks, seltzers, diet drinks and sparkling juices in less than five seconds by mixing in syrups from major soft drink companies. The drink refreshes just like the store-bought brands, but doesn't leave that "too much packaging" aftertaste. In fact, a one-gallon jug of syrup



typically makes the equivalent of 11 six-packs of pop—which don't need to be bottled. If customers do want to bottle their drink to take traveling, they can purchase reusable plastic bottles and caps that are guaranteed for 100 uses. For customers that don't have plastic recycling in their neighborhoods, The Pop Shoppe gladly takes back and recycles the empty syrup bottles. For more information contact Mark Clayton at 206-433-2085.

## Join Our Product Stewardship Round Tables

- **The Medical Industry Waste Prevention Round Table** – Join key representatives in the medical industry who meet monthly to work on solutions to problem wastes such as plastic pill bottles and equipment that contains mercury. Attendees include Group Health Cooperative of Puget Sound, Harborview Medical Center, Children's Hospital, Providence Medical Center, Swedish Medical Center, ICOS Corp. and others. The meeting is facilitated by the King County Solid Waste Division.
- **The Computer Packaging Project** – Major computer manufacturers and computer purchasers are working together to trim the industry's packaging waste.
- **Apparel Retail Waste Prevention Round Table** – This round table is in its beginning stages and will bring companies in the apparel retail industry together to discuss and share waste reduction strategies and will work on product stewardship issues.
- **Grocery Industry Waste Prevention Round Table** – This round table is also in its beginning stages and will bring companies in the grocery industry together to discuss and share waste reduction and packaging reduction techniques and will discuss product stewardship issues. ●

For information about joining one of these groups, or for free assistance with reducing your packaging materials, contact Kinley Deller at 206-296-4434 or email [kinley.deller@metrokc.gov](mailto:kinley.deller@metrokc.gov).

## The Business of Recycling

### A Quarterly Profile of Your Local Recycling Service Providers

#### Fibres International, Inc.

Fibres International, Inc., has been in the recycling business for a quarter of a century. Fibres operates two recycling facilities in King County, one in Bellevue and the other in South Seattle. The Bellevue facility collects, sorts and bales a wide variety of recyclable materials for sale to manufacturers, and the South Seattle site handles glass collected by commercial haulers.

Fibres handles all types of paper including newspaper, cardboard, computer printout, white ledger, colored ledger and mixed paper, such as shredded and coated sulfite paper. They also process aluminum beverage cans, non-ferrous scrap metals, tin food containers, glass, and PETE and HDPE (#1 and #2) plastic bottles. Fibres offers collection containers in a range of

sizes, from 60-gallon totes to 50-yard dumpsters. Balers and compactors are also available for lease or purchase. Because Fibres collects only high quality, source-separated recyclables, collection is often arranged at no charge or with a customer rebate.

Businesses can drop off their recyclable materials at the Bellevue plant any time of the day or night; as an added benefit, businesses that self-haul their recyclables to the Bellevue plant can be paid cash or donate the proceeds to a specific charity. Fibres offers all types of container pick-up service for commercial accounts



and will pay for cardboard collected in the cities of Redmond, Kirkland and Bellevue if the volume is four cubic yards or more per week. For many pick-up accounts, the "minimum" for collection depends more on the quality of the material and the location of the customer than sheer volume. Interested businesses are welcome to call to discuss their recycling needs.

Fibres International, Inc. is located at 1533-120th Avenue NE in Bellevue, WA. For more information, contact Patty

Schwegman at 425-455-9811 ext. 233, or visit their web site at [www.fibres.net](http://www.fibres.net). ●

## Moving Soon?

Anyone who has ever been involved in moving an office knows what a hectic and wasteful process it can be. Every year, countless tons of office furniture, equipment and supplies are hastily thrown into dumpsters when businesses change locations. Washington Citizens for Resource Conservation has recently created a new guide that can make your next move a waste free one. This easy-to-use guide was designed specifically to help you deal with those items most likely to be left over in an office move. In it, you will find tips to help your company save money, support worthy charities and conserve resources. To order your free copy of the Waste Free Moving Guide for Businesses, contact Nancy Malaret at 206-675-0836. To request a .pdf version of the Guide via email, contact [wcfrc@aol.com](mailto:wcfrc@aol.com).



## Carpeting Floors, Not Landfills

Every year, approximately 1.75 million tons of carpet materials are dumped in landfills. But for King County businesses, there are more productive options. If your carpet still has any life left, it can be removed, cleaned and resold by a carpet vendor. In some cases, the old carpet is cleaned and stamped with a fresh pattern prior to resale. Carpet pads can be reused as well and the unusable pads can be turned into parking stops or carpet backing by a urethane recycler. Some local vendors that accept carpet for reuse and recycling are listed below. Call first for pre-qualification and details. Some charges may apply. Several programs are national in scope and are available in other states.

- **Collins & Aikman Floorcoverings**, 13228 SE 30th Street, Suite C-8, Bellevue, 425-641-1958. Accepts any vinyl backed carpet or carpet replaced by Collins & Aikman Floorcoverings.
- **Devereux Ltd.**, 6136 Sixth Avenue S, #267, Seattle, 206-767-0800. Accepts any residential or commercial carpet of any fiber or construction with any backing system.
- **DuPont Carpet**, 11521 Marginal Way South, #100, Seattle 206-241-0229. Accepts most carpet for recycling if delivered to their site. Charges apply if the carpet is not replaced by DuPont Carpet.

- **Pacific Urethane Recycling**, 755 North Central, Kent, 253-852-9080. Accepts new and used polyurethane foam carpet padding.
- **Value Flooring**, 900 Broad Street, Seattle, 206-583-8700. They accept used carpet and pads in good condition.

### Look for Carpet Made With Recycled Materials

When choosing new carpet, check out the growing options in recycled-content carpet. Broadloom carpets made from recycled PETE soda bottles outperform nylon carpet in abrasion tests, color uptake, and stain resistance. They are available in hundreds of colors and graphics and they're recyclable. Whatever kind you buy, you can plan for future savings when you buy carpet that is identified by the manufacturer as recyclable. The application method counts, too. Using tape instead of glue will allow easier, rip-free removal years from now.

For more information call 206-296-8800 or use the order form below to request a copy of the case study on Carpet Reuse & Recycling or the **1999-2000 Construction Recycling Directory**. Copies of the Directory can be also downloaded from King County's web site at [www.metrokc.gov/dnr/swd/recyccomp/cdl2.htm/](http://www.metrokc.gov/dnr/swd/recyccomp/cdl2.htm/).

## Case Studies Available

The King County Solid Waste Division has a variety of case studies relating to construction and demolition that could be useful to you and your business. Look them up on our web site at [www.metrokc.gov/dnr/swd/greenwrk/cdlstudy.htm](http://www.metrokc.gov/dnr/swd/greenwrk/cdlstudy.htm). Or you may place your order by mail: Todd Carey, King County Solid Waste Division, 400 Yesler Way, Room 600, Seattle, WA 98104-2637; by fax: 206-296-4482; or via e-mail: [todd.carey@metrokc.gov](mailto:todd.carey@metrokc.gov)

Please check the documents you wish to receive. These materials are free to businesses located in King County, \$3.00/set to all others. Please make checks payable to the King County Solid Waste Division.

- Seattle/King County 1998/99 Construction Recycling Directory
- Carpet Reuse & Recycling – Carpeting Floors, Not Landfills
- Special Construction Recycling Opportunities – Acoustical Ceiling Tile; Roofing; Plastic Film; Carpet
- Flexibility Saves \$6,500 – Rafn Company's Remodel of Corporate Offices
- School Gets High Marks for Sustainability – Construction of Kentlake High School, Kent
- Microsoft Office Remodel Recycles 60%, Saves \$38,443
- Team Approach Saves \$186,000 – Construction of 800,000 Square Foot Microsoft Office Building
- Recycling in the Fast Track – Construction of Microsoft Data Center
- Regional Justice Center Demolition Recycles 95% – Site Preparation Requires the Demolition of 28 Buildings
- Skeptics Save \$242,630 with Job-Site Recycling – Construction of Regional Justice Center
- Difficult Logistics Lead to an Environmental Solution – Environmentally Minded Residential Demolition
- Cutting the Scrap: Houses with Less Waste – Klahanie Housing Development, Issaquah
- Seattle/King County Contractors' Guide to Preventing Waste and Recycling - 1998/99

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

Business Size:  <20 employees  20-50 employees  >50 employees

CUT HERE

## New Members

Advanced Environmental Solutions, Inc, *Seattle*  
ArtSpace, *Seattle*  
The Berger Partnership, *Seattle*  
Chicken Soup Brigade, *Seattle*  
Crystallia, *Bellevue*  
Financial Consulting Solutions Inc, *Redmond*  
Frankie's Pizza and Pasta, *Redmond*  
Goodwinds Kites, *Seattle*  
Ivey Seright International, *Seattle*  
Keeney's Office Plus, *Seattle*  
Les Schwab Tire Center, *Renton*  
LM Body Shop, *Kirkland*  
Seahurst Dental Design,  
Jim Coleman DDS, *Burien*  
Seattle Filmworks, Inc, *Seattle*  
Stokes Lawrence, PS, *Seattle*  
University Street Properties, *Bellevue*  
Washington State Department of  
Natural Resources, *Enumclaw*  
Xerox Business Services, *Seattle*

## Huge Copy Job Proves – Recycled Rules!

If you think using recycled-content paper means you'll be jammin' at the copy machine, *think again*. A recent study pitted 30% post-consumer content paper against lower recycled-content and virgin paper in a copy test, and found the 30% product performed as well or better than the others in jam and multi-feed rates.

The study was coordinated by Recycling at Work, a U.S. Conference of Mayors program. The federal Government Printing Office and three copier manufacturers used papers found in a typical range of businesses. Two million copies later, here are the stats for every 100,000 sheets:

- 30% recycled-content paper jammed 1.5 to 3.2 times;
- 20% recycled-content paper jammed 2.8 to 2.9 times; and
- virgin paper jammed 2.9 times.

Canon USA, Hewlett Packard, and Lexmark technicians shared comments like "no problems encountered," "behaves like standard papers" and "met the specifications . . . with 95% confidence."

It looks as if no news is good news at the Government Printing Office. Since switching papers on January 1 to a stock made with 30% recycled fibers, they state, "We have not received any complaints." ●



## In Action: Distinguished Businesses in the Green

### Thoroughbred Collision Center

Thoroughbred Collision Center has the leading edge in the collision repair industry. They have successfully computerized nearly all their documentation—even photographs of damaged vehicles are now taken with a digital camera instead of a Polaroid. Maintaining files on the computer not only saves them a tremendous amount of paper, it also saves the space they once needed to store all those files. In another recent upgrade, Thoroughbred Collision has switched from paper-based job tracking to the Advanced Production System, which tracks customers' vehicles and repairs on a specialized portable touchscreen computer. They are a test site for this new technology and report that it runs very well and saves them huge amounts of paper. For more information contact Leonard Lassak at 253-887-8800. ●



### St. Vincent de Paul

St. Vincent de Paul of Renton (above) prides itself on encouraging everyone in our community to reuse clothing and household goods rather than send them to landfills. This non-profit network of thrift stores maintains a central facility that puts new life into all kinds of still-usable items. Here, washers and dryers are remanufactured and mattresses are re-covered with new fabric. For things beyond repair, the Renton branch coordinates with other St. Vincent de Paul stores to achieve maximum recycling. Items are sorted, sent to the central facility, and then bulked with similar items from other branches before being shipped to a recycling company for processing. From there, it's just a matter of time before tattered clothing turns into rugs or old sneaker soles return to the gym as rubber flooring. For more information contact Jezanna Osier at 425-226-9426. ●

### Heatcon Composite Systems

Heatcon® Composite Systems is part of the aerospace industry, primarily supporting the repair of composite structures and to some degree

supporting the manufacturing processes.

Composite materials such as Fiberglass that are used in the repair process have a limited shelf life. When the materials fall out of specification they are no longer airworthy. Rather than discard these materials, Heatcon® donates them to community colleges and universities with aerospace programs. Heatcon® incorporates waste reduction into its daily routines. The company encourages customers to reuse cardboard boxes when returning their equipment for repair. Any equipment returned that is non-repairable is dismantled and functional components are used in-house. Heatcon®'s purchasing policy requires all office paper and cardboard products to contain recycled content. With a company-wide recycling policy that is stated in its employee manual, Heatcon® achieves an impressive 67% recycling rate. For more information contact Caryn Casterline at 206-575-1333. ●



### Fashions by Freilah

Owner Freilah Allen-Sonn uses a creative eye for more than the fashions at her custom design and sewing studio. In Freilah's hands, business cards with typos are flipped over for sales tags, thrift stores are sources of vintage fabrics, and even dry cleaning bags are reused to protect delicate garments.

She's a source of free fabric scraps to quilters and crafters, and is crafty herself when it comes to keeping her shop organized: she uses bare cardboard bolts from fabric stores to hold the yardage for wedding dresses, or covers them with fabric and uses them for shelves. For more information contact Freilah Allen-Sonn at 425-226-0333. ●



### No Way Café

Waste is not an option at No Way Café. From the outset, owner-operator Melissa Miller has insisted that her suppliers provide her with recycled products and use minimal packaging whenever possible. Signs in the restaurant explain the "No Way" philosophy and commitment to

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# Distinguished Businesses in the Green

## No Way Café

continued from reverse

recycling and waste prevention. To avoid the waste that often occurs when people grab take-out supplies on the run, this restaurant keeps the take-out utensils behind the counter and provides them only upon request. Ms. Miller states, "Every decision we make at No Way has two main areas of importance: How does it taste and how does it impact the environment?" Their 75% recycling rate is proof of their commitment. For more information, contact Melissa Miller at 206-325-3597. ●



## Sweet Spirit Candles, Inc.

Kim Sweet describes her shop as a meta-physical hardware store. Sweet Spirit Candles, Inc. (pictured above) sells candles and gifts and also hosts classes on candle making, magic, astrology and crystal healing. Sweet Spirit owners use natural materials and themes in their candle making; involving their customers in reducing waste comes naturally to them, too. Customers can bring in old wax candles, newspapers, and clean, used pantihose for use in the making of new candles, and get a discount on new purchases for the wax they turn in. The store reuses packaging materials and peanuts, and places a note to that effect in all their shipments, including a 1-800 number for polystyrene peanut recycling locations. For more information contact Kim Sweet at 425-271-9001. ●

## The Body Shop-Bellevue

The Body Shop at Bellevue Square joins the stores at Northgate and Southcenter Malls as a Green Works member. "World friendly personal care" is their business philosophy and they carry that through in their waste reduction, recycling and buying-recycled program. Customers receive a \$0.05 discount on new purchases for returning regular bottles, and a \$2.00 discount when returning perfume bottles for refilling. The distribution center for the Body Shop reuses cardboard boxes, so the boxes have already been used twice before coming to Bellevue Square. The store passes their packaging even further down the line by giving whatever it doesn't need to interested customers, employees, and other Bellevue Square tenants. For more information contact Synthia Borst at 425-637-9535. ●



## Center for Life Decisions

The Center for Life Decisions is a career counseling and consulting practice that helps employees and employers create new workplace options while promoting social, environmental and economic sustainability. In championing green business practices, the Director of the Center, Larry Gaffin, teaches workshops that are holistic in approach and discuss the environmental impacts of career choices. One publication offered through the Center is a guide to Green Entrepreneurship. The Center reduces waste by maintaining an up-to-date newsletter mailing list printed on recycled paper. For more information contact Larry Gaffin at 206-325-9093. ●



## Birmingham Steel Corporation

When Birmingham Steel Corporation took the reins of this mini-mill in 1991, they dedicated their efforts to operating in harmony with their neighbors and the environment. To that end, the Seattle division recycles nearly 100% of their waste, the bulk of which is 900 tons a month of bag-house dust. The mini-mill "closes the loop" by using recycled products that are manufactured from their own waste, including briquets from



their powder residue and non-hazardous road base from their steel slag. In addition to the educational information provided in the company's literature, Barton Kale, Manager of Environmental Systems at the Seattle Division, teaches classes and speaks to community groups on the benefits of recycling and using recycled products. For more information, contact Barton Kale at 206-933-2238. ●

## Trammell Crow

With over 70 firms and 1200 people to oversee, Trammell Crow – Union Bank of California Center has their work cut out for them when it comes to managing waste. To keep things running smoothly, they include a recycling *Do's and Don'ts* sheet in the tenant manual, post the building's recycling rate in a quarterly newsletter and help tenants find answers to their questions about recycling materials such as computer equipment. Recently, Trammell Crow conducted a lamp and lighting retrofit. When many other companies are simply throwing fixtures away, Trammell Crow recycled over 20,000 fluorescent lamps and properly disposed of roughly 13,500 pounds of PCB-containing ballasts. For more information, call John Chandler at 206-628-2992. ●

## Keeney's Office Plus-Downtown Seattle

Joining the ranks of other local Keeney's Office Plus stores, the downtown Seattle location is the newest Green Works member. Like the other store, Keeney's Office Plus reuses



incoming cardboard boxes and returns containers to suppliers. With the help of an in-store display, customers are encouraged to bring in their printer toner cartridges for recycling. Keeney's also participated in the King County "Get in the Loop at the Office" campaign. This meant that they sent free recycled product samples to registered companies so that these businesses could see for themselves the high-quality nature of recycled products. Numerous recycled products can also be found in their company catalog. For more information, call Linda Bergendoff at 206-621-0444. ●

## So What is Green Works?

**Green Works** is a waste prevention and recycling assistance program for businesses. It is sponsored by the King County Solid Waste Division, the Business and Industry Recycling Venture of The Greater Seattle Chamber of Commerce and King County suburban cities. If your business needs help reducing waste or finding a company to recycle your office paper, aluminum cans or even used office equipment, give us a call.

Businesses can become Green Works Members by recycling at least 40% of their waste, using three waste reduction practices and using three recycled products in the work place. Each Green Works Member receives free, positive publicity in this newsletter, on the radio and in local newspapers and publications. For assistance or to become a Green Works member, you may call us at 206-296-8800 or 1-800-833-6388 (TTY Relay); email us at [greenworks.swd@metrokc.gov](mailto:greenworks.swd@metrokc.gov); fax us at 206-296-0197; or visit our web site at [www.metrokc.gov/greenworks](http://www.metrokc.gov/greenworks).

### Recycling Works

*Recycling Works* is a quarterly newsletter written and produced by the King County Solid Waste Division. Inclusion of a business, product or service in this newsletter does not constitute an official endorsement or sponsorship by King County or its Solid Waste Division. Send us your questions, story ideas or suggestions!

### Receive Recycling Works by Email

Cut down on waste and receive *Recycling Works* via email. We'll send it to you in Portable Document Format (PDF) that's read with the Adobe Acrobat Reader. Email your name, company name and your email address to: [greenworks.swd@metrokc.gov](mailto:greenworks.swd@metrokc.gov). You may also fax your request to 206-296-0197, or call us at 206-296-8800; 1-800-833-6388 (TTY Relay). ●

This material will be provided in alternate formats upon request for individuals with disabilities.

## Check Out the Reusable Building Materials Exchange

You're remodeling your home or business and you need a hot water heater, a chandelier, and some Douglas Fir trees.



REUSABLE BUILDING  
MATERIALS EXCHANGE

Or maybe you've just remodeled, and you've got surplus solar panels, dirt fill, and a laminate countertop. Before you take your used stuff to a landfill,

or drive off to a home improvement center for new stuff, log on to the Reusable Building Materials Exchange at [www.metrokc.gov/rbme](http://www.metrokc.gov/rbme). It's a convenient new way for contractors and home remodelers to exchange reusable or surplus building materials.

When Lisa Sepanski of Seattle moved to a new house and no longer needed two large carpet remnants and pads she'd been storing, she logged on to the Exchange. "I just entered my product on the web site, left my e-mail address and phone number, and soon got several responses. We made arrangements with the callers and they took the carpet. It was pretty trouble-free." Likewise, Vicky Holt has used the Exchange several times. She notes that it's not the place to make money on your surplus supplies, but she's had luck in freeing up her home of excess plumbing supplies and chainlink fencing.



The RBME web site offers people an easier way to exchange surplus building materials.

If you're scouting for materials, you'll find a wide variety, from basic plumbing and electrical supplies to more unusual finishes and accessories, all available at deep discounts—or free. If you currently have building materials you'd like to unload, you'll appreciate the Exchange's cost-free service and growing user base. In either case, you can post a listing of what you have or need, including cost and delivery information. The actual exchange transactions are carried out directly between the interested parties. The Exchange has grown to over 300 listings that are constantly changing, so it pays to check the site often. Whether you're giving or receiving, do it through the Exchange. You'll conserve resources and save landfill space. ●

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