

RECYCLING WORKS

It's Good Business

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Businesses get a boost with

LinkUp

a new program helps companies promote their products

Each year, millions of bottles in King County are set out at the curbside for recycling. Although most bottle manufacturers use recycled glass, they require it be sorted by color. But inevitably, somewhere along the recycling process, a substantial amount of glass gets broken and mixed together and is not color separated. There has never been much of a market for recycling this material.

Until now, TriVistro Corporation of Kent is taking this low-value, mixed-color curbside material and turning it into a host of viable products—from industrial blasting abrasives to decorative terrazzo floor tiles. TriVistro is one of a select group of local manufacturers participating in LinkUp, a new King County program working with companies to use more recycled materials in their products. Launched last year by King County, LinkUp uses an innovative approach to provide assistance to eligible area businesses.

“Typically, government agencies provide grant money to a business or organization to help develop recycling markets and then step aside,” says Erv Sandlin, program manager of LinkUp. “A year or so later, a final report is submitted on the project, which may or may not have been a success.”

“LinkUp is different,” Sandlin explains. “We use a team of specialists to evaluate the individual needs of a business and develop a customized plan. It might include technical assistance, marketing support or media promotion. If the company’s needs change during the course of the project, we alter our services. This hands-on approach is what sets the program apart.”

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“If King County recommends that people try a product, they pay attention.”

LinkUp organized an event to show how TriVistro uses crushed recycled glass as an industrial blasting abrasive.

LinkUp

continued from front page

Last summer, King County organized an event to demonstrate how recycled crushed glass performs as a blasting abrasive, removing paint and rust from metal. The demonstration, preceded by a presentation on the advantages of recycled glass abrasives, helped TriVitro land several new customers. “The LinkUp event was a great way to get the message out,” says Don Freas, president of TriVitro. “Increasing people’s awareness that recycled crushed glass can be a viable alternative will take time, but this was a good start.”

Opening doors

LinkUp also opened doors for Y.K. Products, makers of U.S. Cold Patch, a dry and odorless road-patching compound that contains up to 70 percent recycled asphalt and is used for patching potholes. Since production began last August, this environmentally friendly product has been used by about 60 municipalities and government agencies. It is also available at several home improvement centers.

“If King County recommends that people try a product, they pay attention,” says John Ackerman, manager, Y.K. Products. In fact, so much attention was received that the company needed a business expansion plan—fast. The LinkUp team fit the bill.

Increasing customer sales

King County hopes to make LinkUp services available throughout Puget Sound. “A recycling-based manufacturer in Tacoma or Everett is just as much a market for us as one in King County,” says Sandlin.

Recovery One, a recycling facility located at the Port of Tacoma, knows first-hand. Recovery One accepts and sorts mixed construction debris from sites within a 60-mile radius and recycles it into useful materials and products. To boost business during the



LinkUp helped Y.K. Products create a business expansion plan to market their product, U.S. Cold Patch.

slower winter months, the LinkUp team created a marketing campaign for the company. Initial results: 25 new customer accounts.

The plant reported it is handling 500 tons of debris a day—30 percent more than the same period last year. LinkUp is also helping Recovery One develop a market for recycled carpet. This is the first program of its kind in the Northwest for this “problem” waste.

During its inaugural year, LinkUp welcomed six business partners, and the City of Seattle participated as a financial partner. Three new businesses were added this spring. The program budget for 2001 is \$240,000. Manufacturers interested in learning more about LinkUp may call LinkUp program manager, Erv Sandlin, at (206) 296-0233, or visit the LinkUp website at <http://dnr.metrokc.gov/market/linkup>.

A marketing campaign created by LinkUp boosted business for Recovery One, a company that recycles construction debris.



Costly Energy Makes Old Cans Valuable

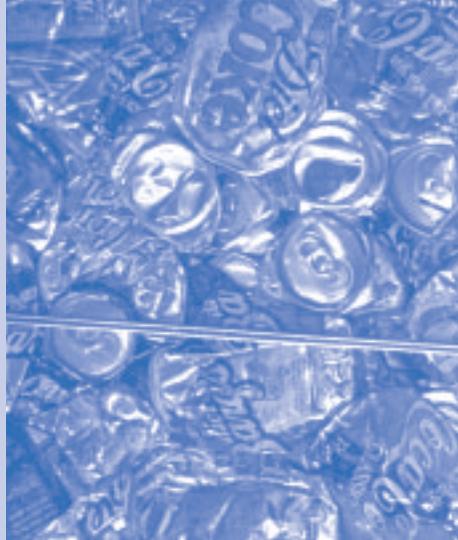
Recycled Aluminum is Less Costly Than Producing New Material

We've all heard about the energy shortage in recent months, and we all know that electricity isn't cheap anymore. Many businesses have received utility bills averaging 30 percent more than last year's. The future doesn't look much better as local energy producer Bonneville Power Administration (BPA) predicts another energy price hike of up to 22 percent in October.

Industries that rely heavily on inexpensive and abundant electricity, such as paper mills and aluminum plants, have suffered the most from the energy crisis. Plants in Bellingham, Tacoma and Spokane have either cut back on production or temporarily closed their doors to save energy.

"Aluminum plants in the state of Washington have come to a screeching halt," said Mike Hanson, spokesperson for BPA. Washington State, which once produced a third of the nation's aluminum, has only one of ten aluminum plants in full operation at this time. In May, the Alcoa Aluminum plant in Ferndale announced it will close for two years to sell its allocated electricity back to BPA. BPA predicts that

work stoppages at regional aluminum plants' will help keep electricity rates from increasing over 250 percent in the next two years.



It takes far less electricity to make aluminum from recycled materials than it does to manufacture it from freshly mined ore. It costs a manufacturer 20 times more to produce cans from virgin stock than it does to use recycled aluminum. With the

continuing energy crisis and the loss of all but one of our state's aluminum plants, it is more important than ever to increase recycling efforts. Recycling conserves our resources and in the case of aluminum and metals, provides manufacturers with more energy efficient means to produce goods.

"I think we're definitely going to see producers [of aluminum cans and other products] working harder to acquire used aluminum," predicts Bob McAdam, the corporate purchasing manager of Noel Corporation, Inc., the parent company of the Pepsi-Cola Bottling Company in Yakima. "Overseas plants will make sure that there's plenty of aluminum to go around. But it will be at a premium, so it makes more sense to use recycled materials," adds McAdam. "We'll likely see an increase in value and demand for used aluminum."

For a list of local aluminum or metals recyclers, visit the King County Recycling and Reuse Database online at <http://www6.metrokc.gov/dnr/swd/Recycle/Recycle.asp> or to receive free assistance on how to increase the recycling rate at your business, call King County Green Works at (206) 296-8800. ☎

Product Stewardship Update

Will a European Mandate

Shock the Electronics Industry? into a Greener Era

European electronics manufacturers may be doing business differently in the future—the European Parliament voted in May 2001 to toughen a draft law dealing with electronic waste. The law would require electrical and electronic equipment manufacturers to:

- Pay for the cost of collecting, recycling or disposing of their discarded products;
- Set more aggressive recycling targets from 50 percent to 70 percent;
- Allow manufacturers to charge consumers a fee, visibly separate from the normal price of the product, to pay for recycling old equipment within ten years of purchase date; and
- Impose stricter requirements to further promote more environmentally-friendly designs.

Though the draft law is currently being debated in the European Union, it is expected to be adopted by the EU countries and will go into effect within 30 months of passage. Proponents hope this new law will provide incentives for manufacturers to make electronic equipment more durable and encourage designs that are easier to recycle.

U.S. environmental agencies and the electronic industry are watching the passage and implementation of this new EU law carefully, as it may affect policies adopted here in the U.S. and the export of American-made electronics.

"I think the new European restrictions on the types of toxic materials used in electronics, and how they need to be handled, will have the most impact on U.S. electronics manufacturers," said

Ted Smith, the executive director of the Silicon Valley Toxics Coalition, who is tracking the legislation closely. "Although it's unlikely that the US Congress will pass a similar law here in the near future, I think we're going to see similar measures adopted on the local and state level." Smith believes that the European law will eventually become the global standard, noting similar legislation has already been adopted in Japan.

For more information on recycling computers in King County, visit the Computer Recovery Project website at <http://dnr.metrokc.gov/swd/crp.htm>. ☎

PULP FICTION

Is the Paperless Office Just a Myth?

Despite the popularity of electronic communications such as email and the Internet, paper consumption is still on the rise. Employees frequently print out email messages and web pages without giving a second thought about conservation. The fact that most companies provide recycling bins for paper waste encourages paper usage.

It seems that today's workers are using more resources while at the same time they are recycling more AND throwing away more. Between 1998 and 1999 the recycling rate for Washingtonians increased by 1.5 percent and the amount of garbage increased by 9.6 percent. Businesses are major contributors of paper waste as envelopes, one-sided documents, packaging and other paper products head for the dumpsters when recycling bins are full. It's estimated that an average U.S. office worker uses over 10,000 sheets of paper every year.

Paper manufacturing consumes more than 20 percent of all trees harvested in the world according to a study conducted by the Worldwatch Institute in 1999. Since 1950, paper usage has increased six-fold worldwide and the United States leads the pack in consumption.

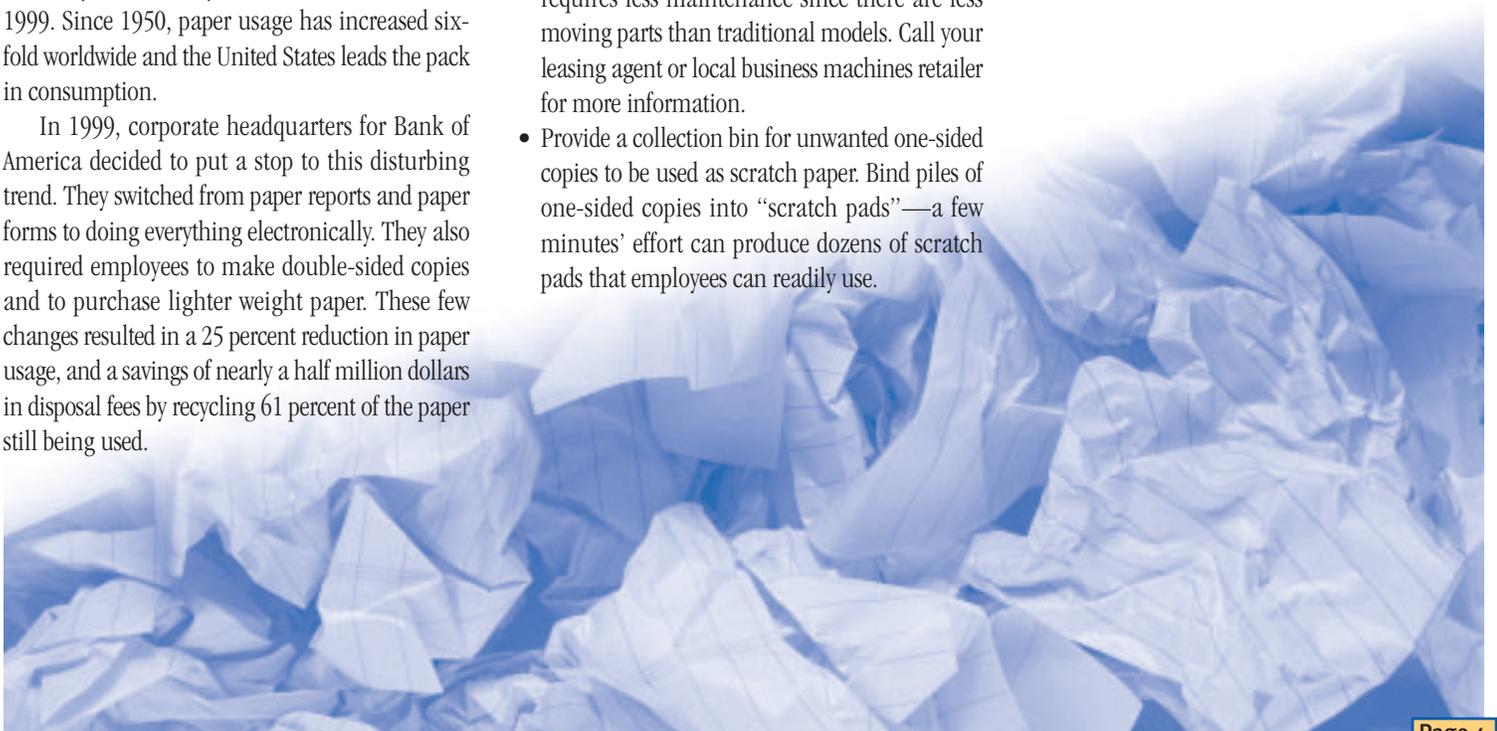
In 1999, corporate headquarters for Bank of America decided to put a stop to this disturbing trend. They switched from paper reports and paper forms to doing everything electronically. They also required employees to make double-sided copies and to purchase lighter weight paper. These few changes resulted in a 25 percent reduction in paper usage, and a savings of nearly a half million dollars in disposal fees by recycling 61 percent of the paper still being used.

Here are a few simple tips that your company can adopt to drastically reduce the amount of paper used that can save on paper and disposal costs:

- Set your copier or printer to automatically print double-sided copies or you can install a "duplexing unit" on your printer. This automatically cuts paper usage by half. Whether you already have a printer or are looking to buy one, refer to the Lawrence Berkeley National Laboratory Duplexing Printer List (<http://eetd.lbl.gov/paper/actions/html/index.htm>) to find out which models have duplexing units available. The website also compares copier speed and other features, and provides direct links to copy machine manufacturers. Some manufacturers offer pre-owned machines that can save money and resources.
- Consider a digital printer/copier when you're ready to upgrade. They generate double-sided copies, use less energy to operate and generally requires less maintenance since there are less moving parts than traditional models. Call your leasing agent or local business machines retailer for more information.
- Provide a collection bin for unwanted one-sided copies to be used as scratch paper. Bind piles of one-sided copies into "scratch pads"—a few minutes' effort can produce dozens of scratch pads that employees can readily use.

- Reuse! Collect and reuse boxes when mailing packages. Use inter-office routing envelopes with an address sheet that can be replaced.
- Remember, waste reduction is better than recycling! Encourage employees to consider what needs to be printed out on paper, what can be reused, and to put as little in the recycling bin as possible.
- If your company hasn't already, switch to using email and other modes of electronic communications. This can save time, postage—and paper, if other waste reduction measures are adopted and enforced. Consider storing emails and documents on disks or storage drives. Print out only what is necessary.
- Finally, close the loop by buying paper products that contain recycled materials.

For more tips and assistance on reducing the paper diet in your office, call King County Green Works at (206) 296-8800 or visit http://dnr.metrokc.gov/greenworks/waste_pre/Paper.htm. 🌱





In Action: Distinguished Businesses in the Green

U.S. Postal Office – Seattle Bulk Mail Center, Federal Way

The eagle may be the symbol of the United States Postal Service, but the Bulk Mail Center is its workhorse. At the Seattle Bulk Mail Center (BMC), keeping track of waste reduction is part of a day's work—a day that will include processing business mailings, magazines and more than 300,000 parcels. Employee involvement is key: regular employee meetings provide an ongoing forum for recycling and waste reduction ideas, and rewards are given for ideas put into action.

Two recent moves at the BMC have cut both costs and waste: Employees were invited to help themselves to a surplus of shipping pallets, which they did happily. Meanwhile, by switching from a one-use cardboard sleeve to a five-use sleeve for palletized shipments, they have dramatically decreased resource use. The center's first-class recycling rate of 80% includes unusual materials like wire, alkaline batteries, scrap aluminum, and scrap ferrous metals. Using recycled-content office supplies is standard practice, and when priority and express mail "flies like an eagle," it travels in 100% recycled content envelopes.



For more information on the USPS's local efforts to reduce waste, contact Mark Hemphill, Manager of Maintenance Operations, at (253) 874-7200.

Capital One Financial Services, Federal Way

Capital One's service center in Federal Way is finding new ways to serve customers and the environment. This Fortune 500 company now offers its customers a paperless, on-line bill paying option—and since Capital One is one of the country's largest bank card issuers, that means saving the resources needed for millions of paper bills, checks, and stamps. For customers who prefer to pay by mail, Capital One plans to cut envelope use in half with "two-way" envelopes that can be folded inside-out and returned for payment. They're also getting their conservation message out by developing an environmental education program with King County.



Capital One's offices are paring down paper use by eliminating duplicate files in favor of a central filing system; the paper they do use—as well as their computer disks, desk calendars, and other office supplies—is recycled-content. To keep surplus office furniture and supplies out of the landfill, they plan to link with other businesses that might use them through King County's Industrial Materials Exchange (IMEX). Interest rates in the lending world continue to drop, but employee interest in recycling has pushed Capital One's recycling rate up to an amazing 94.4 percent.

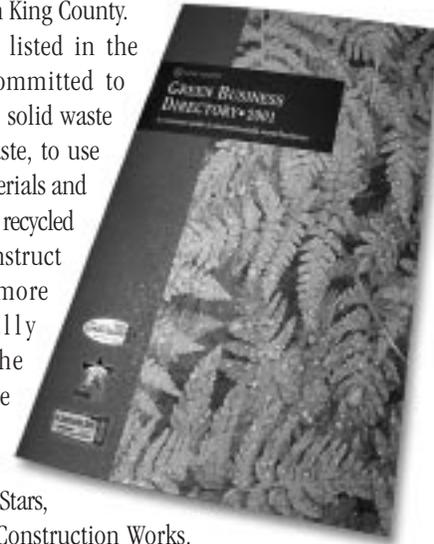
For more information on Capital One Financial Services, contact Denise Gagnier, Senior Project Manager at (253) 835-2492.

It's Easy Being Green!

2001 Green Business Directory Now Available

Consumers and businesses seeking dry cleaners, grocery stores, auto shops, dentists, printers and other companies that are incorporating "green" practices in their services can now pick up the newly updated and popular Green Business Directory, which provides a consumer guide to environmentally sound businesses in King County.

All businesses listed in the directory have committed to reduce and recycle solid waste and hazardous waste, to use less hazardous materials and products made from recycled content, or to construct buildings in a more environmentally friendly way. The businesses are members of several programs offered by King County: EnviroStars, Green Works and Construction Works.



The directory also provides quick tips on energy conservation, water use, natural lawn care and other environmental issues.

King County Executive Ron Sims encourages all businesses to pick up this directory. "This helpful handbook allows people to make environmentally friendly choices every time you do such things as fix the company car, choose a professional cleaner, or replace a light bulb" said Executive Sims. "It's the combination of many individual actions that come together to create a healthy and thriving environment for fish and wildlife, our children, ourselves, and our communities."

To request a copy of the Green Business Directory, please call the King County Solid Waste Division at (206) 296-8800. For more information on the EnviroStars program, visit <http://www.envirostars.org/king>.

New Members

- Personal Investment Management, *Redmond*
- Second Use Building Materials, *Seattle*
- Shilshole Bay Marina – Port of Seattle, *Seattle*
- Stewart's Collision Center, *Seattle*

Renewals

- Halecrest Veterinary Hospital, *Shoreline*
- Northwest Industrial Equipment, *Kent*

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 percent 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); visit our web site at www.metrokc.gov/greenworks; fax us at (206) 296-0197; or email us at greenworks.swd@metrokc.gov.

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 the Solid Waste Division or King County. 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 **Adobe's Acrobat Reader**. Email your name, company name and your email address to: 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.

Lost & Found

Local artist Steve Jensen keeps what he calls a "treasure chest" full of unique found and donated objects for children to use to in the art project he calls the "Wall of Masks." Fueled by his desire to work with children and to incorporate recycled and reused objects to create art, Jensen started the "Wall of Masks" program in 1999. The program provides children an opportunity to create works of art by using materials normally tossed away.

Jensen collects items salvaged from toolboxes and sewing kits, wood scraps, electrical hardware and fabric donated by local companies. Jensen's workshops have allowed over 300 children to use recovered and recycled materials—including shells, old crates, smashed pop cans and bottle caps collected from the streets—to decorate cedar masks to express their personal stories, struggles, and ethnic heritages.



The "Wall of Masks" program allows children to create art from materials destined for the trash.

The "Wall of Masks" will be showing at the Bank of America Gallery (701 5th Avenue, 3rd Floor, Seattle) from July 16 through August 3, 2001. For more information on the Wall of Masks or to donate materials, visit www.stevenjensenstudios.com or send an email to jensenstudios@aol.com.

Printed on Fraser's Genesis - Millkweed Smooth - 70# text, a de-inked 100% post-consumer recycled paper

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Seattle, WA
Permit No.
14146

KING COUNTY
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