



NewsLink

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

What the media are saying about LinkUp partners

LinkUp partners continue to make headlines in both local and national trade publications.

Planet-friendly pet beds

Big Shrimpy, manufacturer of pet beds that use recycled fleece scraps, rated a feature story in the Nov. 14, 2003, issue of the *Puget Sound Business Journal*. Other coverage this LinkUp business garnered recently included stories in *Pet Product News*, *Sustainable Industries Journal Northwest* and *The RPG Reporter* plus a segment broadcast on KCPQ/TV.

County savings

An Oct. 29 editorial in the *Federal Way Mirror* congratulated King County for its determination to cut expenses while maintaining quality services. As an example, the paper cited the Weyerhaeuser King County Aquatic Center's use of recycled glass filtration media manufactured by TriVistro Corporation. According to the editorial, TriVistro's product "requires replacement less often, which saves...dough while also giving a renewable resource a market. In short, the county has found ways to economize and conserve resources."

Glass home products

Bedrock Industries was one of several businesses covered in *Seattle Magazine* in October. The article explored how Seattle designers are using custom-made glass in a variety of innovative ways throughout the home – from sinks to lighting. Bedrock's tile line as well as its decorative items for the home — all made from 100 percent recycled glass — were mentioned in the piece.

Expanding markets for wood: New priorities for the new year

LinkUp works with businesses that use priority recyclable materials in their manufacturing processes. This year, King County identified six new priority materials — food waste, yard waste, paper, wood, electronics and mercury. Together, they account for 54 percent of the waste in the county's landfill.

"The new priority materials were selected for two reasons: Either they are abundant in the waste stream, such as food and paper, or they are problematic, such as electronics and mercury, which are highly toxic," explains Jeff Gaisford, manager, Recycling and Environmental Services, King County Solid Waste Division.

LinkUp provides technical and marketing assistance to businesses that use recycled materials in the products they make. Although manufacturers applying for the program are given preference if they use one of the six new priority materials, businesses using other recycled materials are also encouraged to apply.

Gaisford believes that LinkUp is a leader nationally in its approach to working one-on-one with area manufacturers. "Certainly on the state level, there is no comparable effort," says Gaisford.

Wood recycling

Wood continues to be high on the list of priority materials because of the many trees cut in the region and the high volume of construction and demolition waste. Although well-established wood markets exist, they are usually lower-value ones, such as fuel or landscape mulch. Encouraging the manufacture of higher-value products from trees, such as furniture, will spur greater demand for the products, which in turn encourages more recycling of urban trees.



Forest Concepts biologist Justin Maschhoff spreads WoodStraw on a test plot following a forest fire in southwest Oregon.

Urban Hardwoods, a LinkUp participant, is doing its part. Owner Jim Newsom salvages hardwood trees that are cut down in residential yards or removed because of storm damage or construction. Newsom hand-mills and kiln-dries the wood, then transforms it into furniture, flooring and custom cabinets.

Another LinkUp business, Forest Concepts, is working to develop an all-wood erosion-control material to take the place of straw. Called WoodStraw™, these spreadable wood strands are suitable for habitat-restoration projects and post-fire erosion control. The company currently uses plywood veneer discards to make WoodStraw and is exploring using small-diameter trees and dimensional lumber waste from construction sites and demolition operations.

"Working directly with manufacturers to develop new markets is the role government should be playing," says Gaisford.

NewsLink is published quarterly by the King County Department of Natural Resources and Parks, Solid Waste Division, as part of the LinkUp program. To request an electronic version, or to be removed from the mailing list, email linkupinfo@metrokc.gov, or call 206-296-3740.

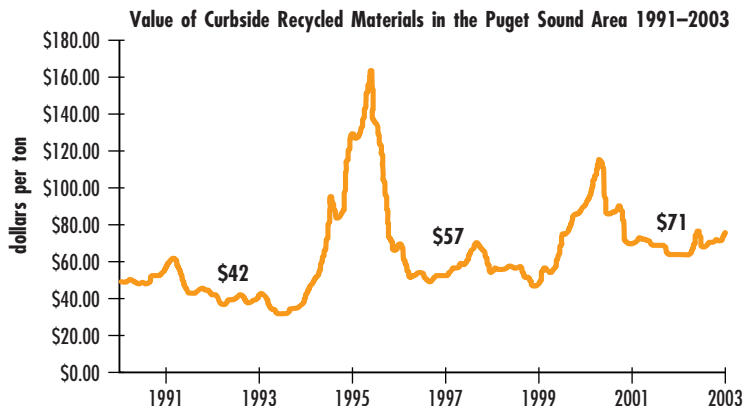
Be a LinkUp partner in 2004

LinkUp provides eligible Puget Sound manufacturers with technical assistance and marketing support. To be considered for program participation, download an application form at <http://dnr.metrokc.gov/linkup> or call Kris Beatty at 206-296-3740.

FAST FACTS

Reducing recycling risk

Price fluctuations in recycling markets are a given. However, bottom-end prices for curbside recycled materials in Puget Sound rose during the last decade from an average \$42 per ton during 1991–1993 to \$71 in 2001–2003.



SPOTLIGHT ON KING COUNTY

Sustainable Connections

Four LinkUp partners are included in the exhibition *Sustainable Connections: Art, Architecture and Product Design*, which is on view through Jan. 30, 2004, at Seattle's City Space Gallery, 701 Fifth Ave. The exhibit showcases environmental art, architecture and product design and presents sustainable strategies from recent building projects. Items created from recycled materials by Bedrock Industries (glass), Custom Handweaving (textiles), MetaMorf Design (plastic) and Urban Hardwoods (wood) are on display. The exhibit is a collaborative effort by the City of Seattle, King County and the Design Resource Institute.

Diving into conservation

Three colorful Tempo benches, manufactured from heavy-duty molded recycled plastic by MetaMorf Design, were installed outside the Weyerhaeuser King County Aquatic Center in Federal Way, Wash., in October. The bench materials were drawn from local curbside recycling programs. Another LinkUp partner, TriVistro Corporation, provides the center's water filtration media, known as VitroClean®, made from

100 percent recycled glass. The aquatic center also installed 83 water-conserving plumbing fixtures that will save two million gallons of water each year — a \$10,000 annual savings. For more details, visit <http://dnr.metrokc.gov/parks/kcac/>.

Reclaiming wood

King County's Parks Division is offsetting the cost of maintaining trees and parks by selectively selling salvaged trees to businesses that create high-value specialty wood products and by developing its own products from downed trees.

One example is the Eco-bag, made from wood chips and used in place of straw bales for erosion control. When Eco-bags are no longer needed, the biodegradable netting splits and the chips are spread like mulch — a more earth-friendly use of urban wood waste. Currently, Eco-bags are only available for county use. For details, page Sue Watling at 206-540-3072. To receive a list of businesses that buy salvaged trees, contact Linda Vane at 206-296-8042.

CHECK IT OUT!

PLANT THIS DATE!

Jump start the spring gardening season at the Northwest Flower & Garden Show, Feb. 4–8 at the Washington State Convention Center in Seattle. More than 20 display gardens will feature great design ideas. For more information, visit www.gardenshow.com.

GOT DREAMS?

The 60th annual Seattle Home Show, one of the nation's largest consumer home shows, will be held Feb. 14–22 at the Seahawks Exhibition Center. Visit the Master Builders Association's BUILT GREEN™ booths (#412 and #520) to learn about this eco-friendly home-building program. Go to www.seattlehomeshow.com.

ONLINE PRODUCTS

Livinggreen offers earth-friendly building materials, home products and artwork. The company carries LinkUp partner products online (www.livinggreen.com) and in its Santa Barbara, Calif., showroom. For more information, call 805-966-1319.

This newsletter is printed with nonpetroleum-based ink on a 100 percent recycled paper using 80 percent post-consumer waste.

Alternate formats of this newsletter are available upon request.

Department of
Natural Resources and Parks
Solid Waste Division
LinkUp Program
King Street Center, KSC-NR-0701
Seattle, WA 98104

King County

A LINKUP PUBLICATION
NewsLink

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U.S. POSTAGE
PAID
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