



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 publications.

Easy on the earth

Green products are attractive, easy to maintain and long-lasting, notes business reporter Cydney Gillis in the *King County Journal*. Gillis interviewed Marc Lagen of Durable Plastic Design and Ameer Quiriconi of Tiger Mountain Innovations — two new LinkUp partners — for a feature on green products for the home that appeared in the Feb. 12, 2004, issue.

More on Tiger Mountain

Tiger Mountain Innovations (TMI) founder Ameer Quiriconi and her new product, Squak Mountain Stone, were showcased in the *Daily Journal of Commerce* and the *Seattle Post-Intelligencer* in mid-February. TMI's Squak Mountain Stone is composed of cement, waste paper fiber and pulp, granite dust and fly ash — 35 to 50 percent of which is recycled. The product is the result of research that Quiriconi conducted while working on a master's degree in environment and the community at Antioch University Seattle.

Transforming trees

A special "Inside Seattle" section in the March edition of *Sunset* featured several Seattle-based businesses, including LinkUp participant Urban Hardwoods. The story explores how owner Jim Newsom reclaims fallen trees, dries and mills the hardwood at his south Seattle facility and, with designer John Wells, transforms it into stunning one-of-a-kind furniture, cabinets and architectural materials. A sidebar to the story provides tips on how to buy "green" furniture.

Big Shrimpy:

Recycled fleece creates cozy pet products

Some of the best ideas are born in the most unexpected ways. Ask Bruce Kelling, co-owner of Big Shrimpy, a Seattle business that produces a line of environmentally friendly pet products.

Three years ago when visiting an outdoor gear manufacturer, Kelling noticed several large bags of scrap fleece sitting next to a waste bin. He thought the scraps would be perfect to provide more cushioning for his dog's bed.

When Kelling inquired, he learned the manufacturer was paying to have the pieces hauled to the landfill. As Kelling later put it, "They were seeing waste; I was seeing opportunity."

In 2001, Kelling and his wife, Cici, launched Big Shrimpy. (The unusual business name comes in part from the nickname of their dog, Maggie.) Today, Big Shrimpy manufactures two lines of pet beds for dogs and cats as well as a line of travel blankets.

Big Shrimpy pet beds pair soft fleece with nylon packcloth and are filled with fleece pieces salvaged from several local clothing and outdoor gear manufacturers.

The company's products are carried by about 90 dealers across the country. Product information is also available online at www.bigshrimpy.com.

Pet- and planet-friendly

Big Shrimpy uses high-quality materials that are odor- and water-resistant. The "Original" bed line features a zip-off outer shell that can be replaced when it wears out instead of discarding the entire bed. With the reversible "Nest" bed line, pet owners can flip the bed inside-out to double the lifespan of the product. Both bed lines, including the scrap filling, are washable. In these ways, the Kellings



Co-owners Bruce and Cici Kelling ensure that Big Shrimpy pet products are functional, long-lasting and eco-friendly.

hope to reduce the "throw away and buy another" cycle common for pet products.

Since 2002, the company has recycled nearly 48,000 pounds of fleece, much of it gathered by contacting manufacturers and offering to remove the scraps at no charge. "We expect to recycle 60,000 pounds this year," says Kelling.

Like many owners of start-ups, the Kellings needed some help with marketing. The LinkUp team worked closely with them to produce three distinctive and colorful hang tags, one for each product line, and to help refine the company logo.

The marketing assistance is paying off. "Sales in January and February were outstanding," Bruce Kelling says. As a result, the Kellings recently leased a 1,600-square-foot warehouse and have plans to introduce several new products this year.

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Be a LinkUp partner in 2004

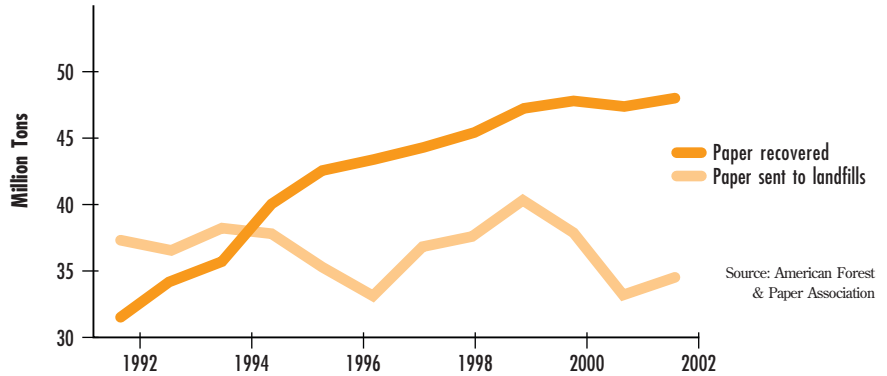
LinkUp provides selected Puget Sound manufacturers of recycled products with technical assistance and marketing support. To be considered for program participation, download and complete an application form at <http://dnr.metrokc.gov/linkup>, call Kris Beatty at 206-296-3740, or send an email to linkupinfo@metrokc.gov.

FAST FACTS

Paper recovery rises

Although this chart shows that the amount of paper recovered for recycling in the U.S. has increased considerably over the past decade, paper is still a significant solid waste concern. In King County, waste paper makes up about 15 percent of the material disposed of each year.

Paper Recovery Rates in the U.S. 1992–2002



SPOTLIGHT ON KING COUNTY

Tiger Mountain joins

Tiger Mountain Innovations, Inc. (TMI), manufacturer of Squak Mountain Stone — a composite stone slab that uses mixed waste paper fiber and pulp, granite dust and fly ash — recently became a LinkUp participant. TMI's composite product is durable yet lightweight, weighing 50 percent less than traditional concrete slabs of similar size. Made to be used as tops of counters, tables and kitchen islands, the product is available in six rich colors reminiscent of natural stone. The LinkUp team worked with TMI to obtain product and material testing that will help position the product as a viable “green building” material.

Orcaboard launch

Durable Plastic Design (DPD), based in Redmond, Wash., also joined the LinkUp program in recent months. The company will soon be launching a new 100 percent recycled plastic lumber called Orcaboard, made from recycled milk jugs. Orcaboard can be used for decks and fences, garden products, commercial grade benches and tables, and dock and pool boxes. Because it is durable, long-lasting and virtually

maintenance-free, plastic lumber products like Orcaboard have become increasingly popular in recent years. LinkUp produced two direct-mail postcards for DPD — one to promote DPD's booth at the recent garden and home shows and the other for general product promotion.

County support

During the 2002-2003 fiscal year, King County agencies purchased \$5 million worth of recycled and environmentally preferable products. The purchases not only showed the county's interest in supporting markets for these materials, but they also saved county agencies about \$580,000.

These details, and more, are part of the 2003 King County Environmental Purchasing Program annual report, available at <http://www.metrokc.gov/procure/green/>. Currently, several LinkUp businesses are selling products to King County, including YK Products (recycled asphalt cold patch), TriVistro Corporation (recycled glass filtration media) and Renton Concrete Recyclers (recycled road material).

CHECK IT OUT!

Online resources

King County's Office of Business Relations and Economic Development offers valuable information on financing and environmental resources. For details, go to <http://www.metrokc.gov/exec/bred/>.

WSRA trade show

Washington State Recycling Association holds its 22nd annual conference and trade show May 5–8 in Spokane. More than 200 Northwest recycling professionals are expected to attend. Visit www.wsra.net to register.

Doing business in Seattle

Seattle's Doing Business website (<http://www.ci.seattle.wa.us/html/business/>) provides a wealth of information for businesses based in or conducting business in Seattle. Included are links to other state and federal websites.

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