



NewsLink

INFORMATION FOR BUSINESSES USING RECYCLED MATERIALS IN THEIR PRODUCTS

IN THE NEWS

LinkUp partners continue to make headlines, both locally and nationally.

Clear as glass

Bedrock Industries, a LinkUp partner since 2002, was profiled in late August in the *Puget Sound Business Journal*. Staff writer Deirdre Gregg explored how the company is reducing costs and streamlining management in order to reposition itself as an industry leader in the recycled glass-tile business. Part of Bedrock's strategy has been to raise the company's profile with architects and designers, dealers and installers.

Taping for Today

Big Shrimpy, manufacturer of planet-friendly pet products, was selected for an upcoming feature on NBC's early morning show, *Today*. Co-owners Bruce and Cici Kelling will be part of a series looking at the benefits and challenges of owning and managing a business as a couple. *Today* producer Jennifer Long taped the couple at their home office and warehouse in Seattle last fall. An air date has not yet been set.

Recycling organics

Two LinkUp partners made presentations at the annual meeting of the Washington Organic Recycling Council, held Dec. 14 in Olympia, Wash. Terry Gillis of Recovery One, a recycling facility that handles construction, demolition and landclearing debris, joined LinkUp program manager Kris Beatty on a panel discussion titled *Wood Waste in Recycled Materials*. On another panel, Jocko Burks with Forest Concepts shared some of his company's newest erosion-control and habitat-restoration products. The day-long conference featured presentations from local and national experts that explored different aspects of organics recycling.

Survey results:

LinkUp partners cite benefits

Forging connections with other manufacturers that use recycled materials, developing professional-quality marketing materials, providing critical product testing, and creating sales opportunities are some of the benefits quoted by LinkUp partners in two recent surveys.

In the past year, according to survey results, LinkUp partners used more than 630,000 tons of recycled materials. About two-thirds originated in King County.

Approximately 85 percent of respondents reported they processed or used more recycled materials last year versus the previous year. Nearly 70 percent attributed some of that increase to support received from LinkUp.

Expanding markets

Forest Concepts, which makes products from urban wood waste, confirmed that the amount of recycled materials the company used increased by about 30 percent in the past two years — 10 to 20 percent of that is a result of LinkUp assistance. "LinkUp helped us understand the market and feedstock availability," said Jim Dooley, executive manager.

The amount of recycled materials used at Schuyler Rubber increased by 20 percent in the past year, thanks to the introduction of a new rubber bucket scraper blade made from scrap tires. Owner Dennis Kerber believes that product testing along with copywriting and graphic design services for a product ad — two services provided by LinkUp — contributed to that increase. "We nailed several contracts as a result of the technical support we received," said Kerber. "It was a \$250,000 increase in sales for us."

Nearly three out of four survey respondents said that the technical assistance they received exceeded their expectations. And more than 75 percent said that the market-



"LinkUp adds a layer of credibility to our business," said Don and Maryjean Freas, co-owners, TriVitro Corp. "It's been a good experience."

ing support they received helped increase sales "moderately" or "significantly."

Nearly all (91 percent) reported that their participation in LinkUp gave them added credibility among customers, suppliers and retailers. Most reported the increased credibility brought them new customers.

After joining LinkUp in 2003, Big Shrimpy, which produces a line of environmentally friendly pet products, received help with writing and designing product hang tags. "The professionally designed hang tags added a more finished look to our products," said owner Bruce Kelling. "They gave us better brand awareness, and I am sure they helped our sales."

The Kellings' satisfaction with LinkUp was echoed by others who filled out the survey. More than 90 percent of those responding said that participating in LinkUp was "beneficial" or "very beneficial."

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NewsLink goes electronic!

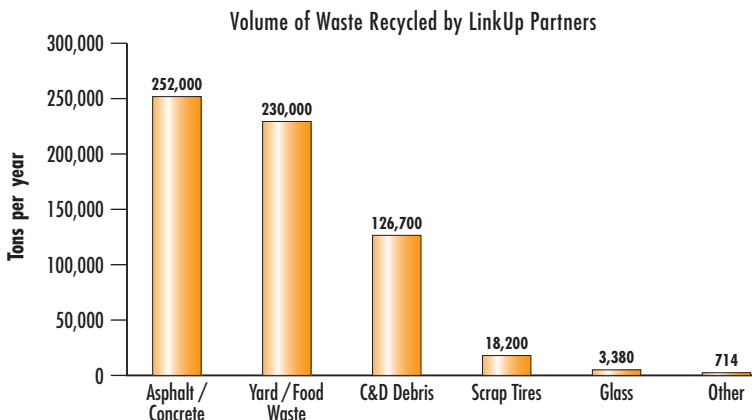
NewsLink will convert to an all-electronic version with its next issue (Spring 2005). To continue to receive the quarterly newsletter electronically, we need your e-mail address.

Please fill out the enclosed postcard and drop it in the mail to us, or send an e-mail to linkupinfo@metrokc.gov. (Your e-mail address will not be shared.)

FAST FACTS

Making a difference

Last year, LinkUp partners used nearly 632,000 tons of recycled materials to create products as varied as boat bumpers (from scrap tires) to shower tiles (from recycled bottles) to flooring and furniture (from salvaged trees). Two-thirds of this amount originated in King County.



SPOTLIGHT ON KING COUNTY

Solid Waste refreshes Web site

Several months ago, King County’s Solid Waste Division (SWD) redesigned its Web site, making it easier to obtain information on how to recycle, reuse and dispose of waste. One of the site’s new features is “What do I do with...?”, which includes a pull-down menu that helps determine where to recycle or dispose of items from A to V (appliances to vehicles).

SWD’s Web site is one of King County’s most popular, accessed by tens of thousands of people each year. Among the top pages accessed are transfer station and garbage collection information, the King County online materials exchange (a kind of virtual garage sale where people can give away or sell used goods), and instructions on making a compost bin. Web pages devoted to the LinkUp program also got a facelift. To take a look at the new site, visit www.metrokc.gov/dnrp/swd/.

Measuring for results

The Department of Natural Resources and Parks’ second annual performance report, *Measuring for Results*, is now available. To receive a printed copy, call 206-296-6500 or send an e-mail to anna.matte@metrokc.gov.

The department is also building a list of businesses or individuals interested in receiving e-mail updates on important environmental issues. To participate, send an e-mail to listman@metrokc.gov and type “subscribe DNRP” in the subject line.

WasteWise Hall of Fame

The U.S. Environmental Protection Agency (EPA) recognized King County’s outstanding recycling collection, waste prevention and “buying recycled” practices by making it the first and only government agency to be inducted into the national WasteWise Hall of Fame.

King County’s 2003 achievements cited in the award application include collecting 38 million pounds of materials internally for recycling, purchasing \$5.1 million worth of recycled paper and other environmentally preferable products, and saving \$3 million from reuse projects. For more information, go to www.metrokc.gov/dnrp/swd/about/waste-wise.

CHECK IT OUT!

WSRA calls for nominees

The Washington State Recycling Association (WSRA) is seeking nominations for outstanding recycling professionals, innovative government administrators and everyday citizens who are making a difference statewide. For criteria and nomination forms, visit www.wsra.net. Click on Conference and then Awards. Nominations are due March 1, 2005.

Construction waste guide

The Construction Waste Management Guide for architects, designers, developers, facility managers, owners and property managers is now available. Download a copy at the Resource Venture’s Web site, www.resourceventure.org. Click on Sustainable Building and then Publications.

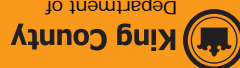
Building green

A new study shows there is no significant cost premium associated with building green. The report, *Costing Green*, by Davis Langdon looks at costs for both LEED and non-LEED projects. For more information, go to www.dladamson.com/publications.html.

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