



# eNewsLink



## Linkup

A NEWSLETTER TO EXPAND MARKETS FOR RECYCLED MATERIALS

Fall 2006



Jim Quinn with pails of MetroPaint, a 100 percent recycled latex paint product.

### MetroPaint debunks myths about recycled paint

When it comes to recycled paint, there is some confusion over what you really get when you open the can. Some people assume that it's low quality, inconsistent or simply old paint dumped directly into new containers. Chances are these skeptics don't know MetroPaint.

[MetroPaint](#), LinkUp's newest partner, is the only operation in the Northwest that produces 100 percent recycled latex paint. A recycling and retail program of

the Portland region's Metro government, MetroPaint uses leftover paint collected through household hazardous waste programs. LinkUp is helping expand MetroPaint's product sales in King County.

"We currently have five percent of the market share for latex paint sales in Portland," says Jim Quinn, hazardous waste program manager with Metro regional government. "Word of mouth that we have a high quality product is driving a steady increase in sales."

The program, which began recycling paint in 1992, has instituted a strict quality control system. Once collected, recycled paint is filtered to industry standards and then tested for performance and environmental safety. Each collected can is opened, run through a quality control assessment, and sorted by color. The sorted cans are then grouped by color and mixed in 300-gallon tanks to create the 17 colors that MetroPaint offers.

"The end result of our recycling process is a paint product that's every bit as reliable and durable as non-recycled paint products that retail for two to three times as much," says Quinn.

MetroPaint products can be applied by brush, roll or spray and often cover in one coat. They are available in one-gallon cans or five-gallon pails; prices range from \$5 a gallon to \$39 for a five-gallon pail.

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#### Partner Highlights

##### Tiger Mountain Innovations makes 500th slab

Three years after making its first slab of Squak Mountain Stone in owner Améé Quiriconi's garage, [Tiger Mountain Innovations](#) (TMI) has recently produced its 500th cement-based composite countertop. Now residing in a 2,700-square-foot shop, TMI celebrated its growing success last month with an event at Seattle's Environmental Home Center, where the 500th slab was given away. TMI also recently upgraded their Web site to reflect the company's growth and development.

##### Alchemy Goods featured in more stores

[Alchemy Goods](#) bags can now be found in two additional stores in Seattle. Fremont's Burnt Sugar and the University Bookstore in the University District both carry Alchemy Goods' Ad Bag, Messenger and Haversack.



Recognizing good work for

The partnership between LinkUp and MetroPaint is a unique one—marking the first time that the program has collaborated with another government entity. LinkUp has only worked with private businesses in the past.

"Our goal is to increase the use of recycled materials and we see great potential for this across a variety of sectors," says Kris Beatty, LinkUp program manager. "We see working with programs such as MetroPaint as a way to create even more opportunities for public sector partnerships in the future."

## King County Focus



This ad can be seen on the side of King County transfer station trucks as part of the recycling education campaign.

### County encourages residents and businesses to recycle more

It's hard to believe. Even though eighty-seven percent of King County residents say they recycle, more than half of the materials that end up in the landfill could have been recycled.

The discrepancy indicates that while a majority of people recycle, they could do it better.

In order to decrease the amount of recyclable materials that end up in the garbage, King County has launched recycling education campaigns this fall, reaching out to businesses and local homeowners. The year-long campaigns are another significant step in reaching King County's ultimate goal of "Zero Waste of Resources" by 2030.

"We are excited about this opportunity to help motivate county citizens and businesses to recycle better," says Sharon Aller, project manager with the County's Solid Waste Division. "This campaign has real potential to decrease the amount of recyclable materials going to our landfill."

The campaign, "Recycle more. It's easy to do," includes media outreach; TV, radio and print advertising; as well as direct outreach to multi-family complexes and businesses.

While media will be the main vehicle for reaching King County homeowners, targeted businesses will receive one-to-one assistance from technical experts, helping them to evaluate their waste and improve recycling practices. The campaign will target three business sectors based primarily on the large amount of recyclables they generate. The sectors include hotels, large retailers and business services, such as law firms, insurance companies and others.

In addition to offering targeted businesses free technical assistance, the campaign will also encourage businesses that have

### the planet

Three LinkUp entrepreneurs are featured this fall in a special environmental issue of Butch Blum Magazine, scheduled for publication this fall. The Seattle clothing store chose to highlight the good work of local companies and environmentalists in its in-store magazine. Améé Quirconi and Katrina Cooper of Tiger Mountain Innovations, and Marc Lagen from Durable Plastic Design are recognized for their "good work on behalf of the planet." Look for the magazine next time you visit Butch Blum's downtown Seattle store.

## News You Can Use

### EPA's WARM tool

Ever wonder how much greenhouse gas your organization generates? [EPA's WASTE Reduction Model](#) (WARM) is an online tool to help organizations calculate, track and voluntarily report their greenhouse gas emissions reductions and energy savings. To calculate your organization's greenhouse gas emissions, simply enter the types of waste materials generated, then how each is disposed. You can also select energy saving methods that can be used to calculate reductions in emissions. Give it a try.



### Annual GreenBuild show

The annual [GreenBuild International Conference and Expo](#) will be held in Denver Nov. 15-17. This event, sponsored by the U.S. Green Building Council, brings the green building industry together under one roof. The event will kick off with a vision of the future of our cities, and will feature distinguished leaders who have made sustainability an important part of their community.

### Building deconstruction case studies available

Check out a new set of [case studies](#) on building deconstruction, assembled by

strong recycling practices to apply for a spot on a "Best Workplaces for Recycling" list. This list of qualified businesses will be promoted to local consumer and business media.

### LinkUp program changes focus

The name will stay the same, but beginning early next year, LinkUp will implement significant changes to its program. Since its inception in 2000, King County's LinkUp program has worked with a variety of partner businesses to develop markets for recyclable and reusable materials and recycled-content products. Under its new format, LinkUp will focus on two to three priority materials each year, based on the needs in the marketplace and King County's overall waste goals and priorities.

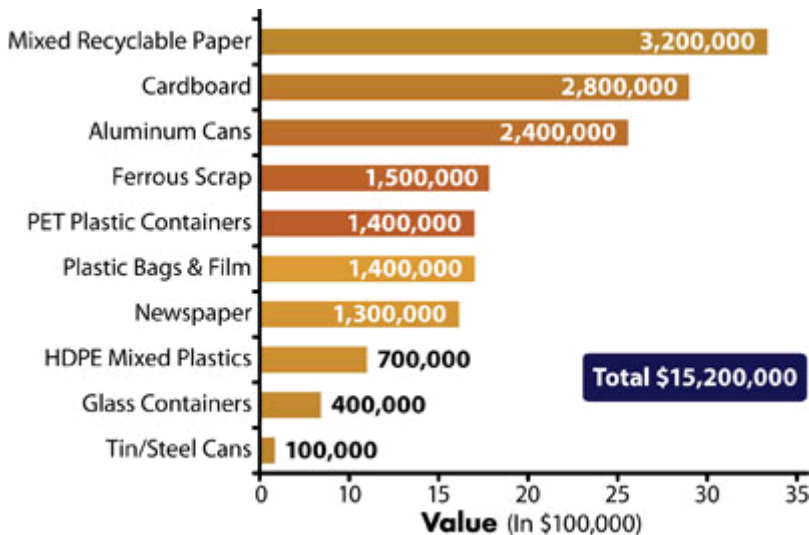
Once a material is selected, the program will develop a strategic business plan, including activities that will open up the market for that material and remove barriers. In addition, businesses that process or use the priority materials will be eligible to become LinkUp partners.

"This new format will allow us to allocate resources in a way that can have a greater impact on the focus materials," says LinkUp program manager Kris Beatty. "Our overall vision for LinkUp is to evolve the program into an interactive community that is viewed as a wealth of information for the market development of specific recycled materials."

King County's Green Building Program. The case studies document six projects for which deconstruction techniques were used or attempted to be used in removing buildings. In deconstruction, buildings are dismantled in an effort to keep the reusable materials and fixtures intact for reuse.

## Fast Facts

### Approximate values for each recyclable material disposed of in the commercial waste stream



Commercial waste represents a significant amount of the total waste stream in King County—approximately 44 percent of all waste generated. Of the waste generated by businesses, more than one third (36.6 percent) is comprised of the recyclable materials illustrated in the table above, meaning that each year more than 150,000 tons of materials with value go to the landfill.

Try to imagine what a pile of 150,000 tons of recyclable materials

looks like. It's hard to do. However, when the materials are equated to dollars, the total amount of recyclable materials thrown away by businesses every year in King County is astounding – more than \$15 million. Paper and cardboard top the list, followed by aluminum cans.

Source: 2002/2003 Comprehensive Waste Stream Characterization & Transfer Station Customer Surveys, 2006 King County Recycling Potential Assessment, 2005 King County Solid Waste Division Solid Waste Projections.

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