



# eNewsLink



## LinkUp

A NEWSLETTER TO EXPAND MARKETS FOR RECYCLED MATERIALS

### Winter 2006



Dennis Kerber, Schuyler Rubber, has sold products made from recycled rubber to countries worldwide.

#### Schuyler Rubber Company

### Recycled rubber products find a niche

Four years ago, Dennis Kerber, co-owner of [Schuyler Rubber](#), would not have guessed that his company's recycled rubber marine fenders would have customers from Panama to Spain.

But with critical test data — provided to the company through the LinkUp program — Schuyler Rubber has secured orders from both the U.S. and abroad.

"We snagged these contracts, worth about one-half million dollars, as a direct result of being able to show test results for our product's load deflection," said Kerber. "The Spanish company, for example, saw us at a trade show, looked at our data and bought two recycled rubber fenders from us."

Schuyler Rubber, founded in 1950 in Woodinville, Wash., is the country's largest laminated rubber manufacturer. Two years ago, the company opened a second manufacturing facility in Louisiana.

Schuyler Rubber recycles up to 500 truck tires a day. The company reuses 100 percent of the steel-belted tires and about 90 percent of the bias-ply tires that come into its facility. Unused tire scraps from the company's trimming operations are sent to another local manufacturer for use in other products.

In addition to its custom marine fenders for docks, tugs, barges and workboats, Schuyler Rubber manufactures other impact absorption products, such as ballast collars for traffic barriers, wheel chocks, loading dock bumpers and blasting mats. The company holds two patents for its designs of marine fenders.

Two years ago, Schuyler Rubber launched a new product — a rubber cutting edge. An attachment for a front-loader bucket, a cutting edge protects both the bucket and the work surface, such as cement or asphalt, from damage that can be caused during

#### Be a LinkUp Partner

- [Forward this newsletter](#)
- [Printable version](#)

#### In this issue

- Partners in Brief
- Spotlight on King County
- Fast Facts
- News You Can Use

#### Be a LinkUp partner in 2006

LinkUp provides eligible Puget Sound area businesses 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.

#### Partners in Brief

##### Forest Concepts opens production plant

This past spring, [Forest Concepts](#), producers of WoodStraw™ spreadable wood strands, opened a pilot production plant in Federal Way, Wash. There, the company produced and sold 94 tons of erosion-control material made from 100 percent post-industrial wood supplied by a local wood veneer manufacturer. The erosion-control product is being used locally by commercial contractors and government

routine equipment operation. The product has an adjustable-slide channel to make installation a snap.

The channel allows heavy-equipment operators to adjust the position of the bolts within the channel to match the existing bolt pattern on the bucket. The bolts slide into the channel quickly and easily, eliminating the hassle of trying to line up the fixed bolts.

Schuyler Rubber's cutting edge is the only one on the market that uses 100 percent recycled rubber. The rubber sections, reinforced with tough plies of nylon and steel, are compressed onto a steel rod and secured every 12 inches using flatbar retaining plates. This unique one-piece construction eliminates gaps and enhances the scraper's durability.

To help increase awareness of this innovative new product, the LinkUp team wrote and designed three print advertisements, which will appear in trade publications over the next year. Although the ad campaign just started in November, Kerber reports that it is already generating phone calls and interest in the product.

Sales of the cutting edge have topped one-half million dollars so far and Kerber hopes that figure will continue to climb. "Our goal is to have our cutting edge used by every transfer station, recycling operation and compost facility in the U.S.," he said.

King County uses the Schuyler Rubber cutting edge on the two front-loader machines it operates at its Vashon and Enumclaw Transfer Stations.

---

## Spotlight on King County



Products, such as plastic lumber chairs produced by Durable Plastic Design, are featured on the new EcoDeals Web site.

### EcoDeals Web site launched

[EcoDeals](#), a new Web site developed by the King County Solid Waste Division, is designed to make environmentally responsible shopping more convenient and more fun. The site showcases products that contain recycled or reused content, conserve water, save energy or are safer for the environment. There is a focus on products that are locally made, including those made by businesses participating in the LinkUp program.

LinkUp partners with products featured on the new site are: Bedrock Industries,

Big Shrimpy, Cedar Grove Composting, Creation Station, Durable Plastic Design, Tiger Mountain Innovations and Urban Hardwoods. For more information, contact Patti Southard at 206-296-8480.

### LinkUp partners give program high marks

Nine out of 10 LinkUp partners who participated in the program survey this fall reported that their participation gave them added credibility among customers, suppliers and retailers. The increased credibility brought many of them new customers. Sixty

agencies, including the City of Federal Way and King County. Forest Concepts is now looking for a full-scale production plant to move into later this year.

### LinkUp partners team up

Can landclearing debris be baled and handled like other recyclable materials? To answer that question, [Forest Concepts](#) turned to another LinkUp partner, [Cedar Grove Composting](#), for help. Brush, leaves and other landscape trimmings were assembled into a bale that measured about 3 feet by 4 feet. The bale was taken to Cedar Grove's Maple Valley facility and tossed into a grinder. The ground material has potential for use as a bulking agent in mulch. More testing remains but Forest Concepts hopes this will open a new market for landclearing materials.

### Big Shrimpy goes feline

[Big Shrimpy](#), known primarily for its plush dog beds containing recycled fleece scraps, has launched a new product for cats: the Whisker-Wide Bowl. The new cat bowl uses 100 percent recycled glass provided by LinkUp partner [Bedrock Industries](#). The bowl is shallow and wide enough to accommodate the width of a cat's whiskers, so sensitive felines will have a more relaxed feeding. Dealers have been reporting positive reaction to the new handcrafted glass bowl.

---

## News You Can Use

### NW Flower and Garden Show

The 2006 [Northwest Flower and Garden Show](#) is scheduled for Feb. 8-12. This "welcome to spring" event includes scores of display gardens and exhibitors' booths, including some staffed by LinkUp partners.

### Built Green conference

The [2006 Built Green conference](#), hosted by the Master Builders Association of

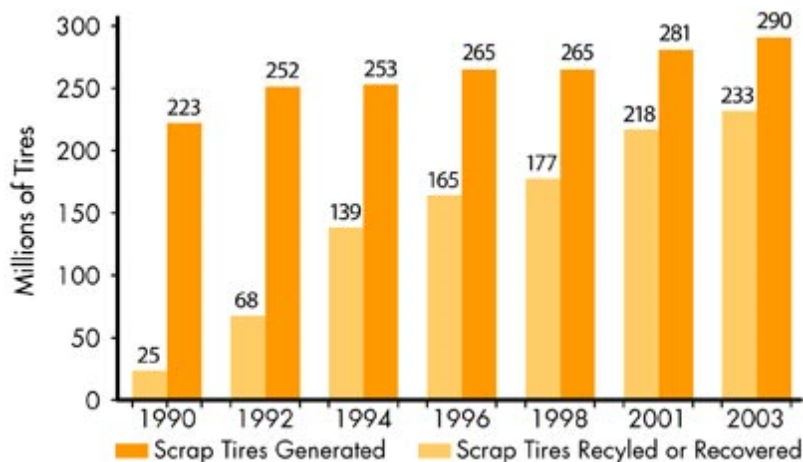
percent of those responding to the survey reported that the assistance they received from LinkUp helped them increase the amount of recycled materials they used or processed. More than two-thirds of those said that LinkUp assistance helped them realize up to a 20 percent increase in the amount of recycled materials they used or processed.

Most LinkUp partners reported that they processed or used more recycled materials in 2005 (546,000 tons) versus 2004. More than 70 percent of that amount originated in King County.

When asked about program benefits, nearly all of those who responded (88 percent) found eNewsLink, the program newsletter, useful or very useful. Nearly two-thirds found the [LinkUp website](#) to be useful or very useful.

## Fast Facts

### Scrap tire market increases over past decade



The U.S. generates nearly 300 million scrap tires a year. In 2003, approximately 233 million were recycled or recovered – nearly an eightfold increase in recycled or recovered tires since 1990. The major markets for recycled tires are tire-derived fuel, ground rubber and civil engineering applications.

Source: Rubber Manufacturers Association, July 2004

King and Snohomish Counties, will be held Mar. 16 in Seattle.

### Built Green Washington

[Built Green Washington](#) has launched a Web site for home owners and builders that provides easy access to all the green building programs in Washington state.

### Sustainability survey

Out of 25 cities studied, Seattle ranked fourth for fostering sustainable practices, according to a 2004 survey conducted by [SustainLane](#). Topping the list are San Francisco and Portland, Ore.

**eNewsLink**

A QUARTERLY KING COUNTY NEWSLETTER



[Read Past Issues](#)

[Subscribe](#) | [Unsubscribe](#) | [Contact Us](#)

[King County](#) | [Solid Waste Division](#) | [News](#) | [Services](#) | [Comments](#) | [Search](#)

Links to external sites do not constitute endorsements by King County.

By visiting this and other King County Web pages, you expressly agree to be bound by terms and conditions of the site.

[The details.](#)