



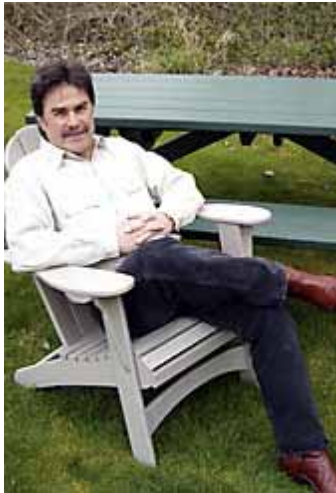
# eNewsLink



## LinkUp

A NEWSLETTER TO EXPAND MARKETS FOR RECYCLED MATERIALS

### Spring 2005



Marc Lagen and others at Durable Plastic Design recently launched Orcaboard recycled plastic products.

#### Durable Plastic Design

### Orcaboard products make a splash

Spring is here, flowers are blooming, and the production line at [Durable Plastic Design](#) in Redmond, Wash., is going full-tilt.

Spring is one of the busiest seasons for Durable Plastic Design (DPD), which manufactures Orcaboard plastic lumber from recycled milk jugs. That's because Orcaboard is used to make a variety of sturdy yard and garden products that are in great demand now -- from raised bed gardens, planter boxes and picnic tables to benches

and chairs. These products are not only environmentally friendly, but attractive, long lasting and maintenance free as well.

Durable Plastic Design was created in early 2003 to meet the increasing demand for quality, low-maintenance outdoor products manufactured from plastic lumber. Co-owners Marc Lagen, Eric Ulfwengren, Chris Laush and Victoria Knoll have extensive experience in designing, fabricating and selling recycled plastic products.

Each month, DPD uses an estimated 35,000 pounds of recycled plastic to make Orcaboard products. As the company expands its production line, company managers expect that figure to increase.

Two years ago, the plastic lumber industry received a nationwide boost when the Environmental Protection Agency (EPA) instituted a ban on wood treated with chromated copper arsenate (arsenic is a known human carcinogen). Because the treated wood was commonly used by the building industry to create decks, docks, and outdoor tables and benches, the EPA ban provided new opportunities for manufacturers like DPD.

"To date, our business is split between selling home and garden products to the consumer market and providing site amenities, such as benches and picnic tables, to businesses, schools and municipal customers," says Marc Lagen. "Ultimately, we'd like to

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#### Partners in Brief

##### Green Globe winner

[YK Products LLC](#) of Everett, a LinkUp partner, has received the Green Globe Leader in Market Development for Recyclable Materials Award. YK Products manufactures U.S. Cold Patch, made from recycled asphalt pavement and used for patching potholes and cracks in roads and parking lots. The product is now used by municipal public works departments in six western states and will begin national distribution through home improvement stores and industrial suppliers later this year. The [Green Globe Awards](#) are given every two years by the King County Department of Natural Resources and Parks, and are the county's most prestigious environmental awards.

##### Custom Handweaving hits 30

It takes quite a few blue jeans and bed linens to make up 27,000 pounds of fabric. But that's how much weaver Susan Snover has recycled over the past 30 years. Snover, owner of [Custom Handweaving](#) and a LinkUp partner, has used

focus more on business-to-business sales and less on individual consumer sales.”

Part of DPD’s plan is to build a larger distributor network to sell more products. “We have the capacity to double the volume of recyclable materials we are currently using,” says Lagen.

With that goal in mind, the LinkUp team designed and produced a direct-mail postcard for DPD aimed at architects and builders, inviting them to visit the company booth at several Seattle trade shows. This spring, LinkUp launches a media campaign to raise awareness of Orcaboard products, and will also help update the DPD product catalog.

“Spring is the peak season for our products,” says Lagen. “The weather warms up, and people start thinking about vacations or relaxing outside. Now, with the durability of Orcaboard products, they have more time to enjoy those activities because they’re spending less time replacing or repairing deteriorating wood products.”

## Spotlight on King County



King Street Center's green building features save county money.

### Green building ordinance

King County continues to take a lead role in green building. Earlier this year, the county unanimously adopted a green building ordinance for the projects it builds. The ordinance was spurred by savings that resulted from King Street Center and other county green buildings. At [King Street Center](#), the county saved nearly \$100,000 in energy costs alone during the first two years of operation. In addition, an estimated 1.4 million gallons of water are saved annually through the building’s on-site water reclamation system, which collects rainwater and uses it for flushing

toilets. Future county buildings may incorporate green building strategies such as water-conserving plumbing fixtures, energy-efficient lighting and non-toxic building materials. Other green building features may include providing day-lighting in occupied spaces or including bicycle rack rooms with showers as an incentive for employees to cycle rather than drive to work instead of driving. During construction, contractors will be expected to recycle demolition and construction debris, which also earns LEED points. Learn more about [Leadership in Energy and Environmental Design \(LEED\) in King County](#).

### A bright idea

Fluorescent light bulbs, including compact fluorescent light bulbs and straight tubes, save electricity and are safe to use in the home. But since they contain a small amount of mercury, they must be recycled properly, not simply thrown into the garbage. This spring and summer, King County and numerous public and private partners are making it easier to dispose of used fluorescent light bulbs safely. Through July 18, residents of King, Kitsap,

cast-off blue jeans, outdated airline uniforms and worn hotel curtains to create luxurious rag rugs and other handcrafted items. She estimates she has woven about 9,000 rugs during the past three decades.

### Urban Hardwoods showcased

The University of Washington Center for Urban Horticulture’s Merrill Hall, completely rebuilt after being destroyed by fire in 2001, opened to rave reviews in January. In addition to a library, lab space and offices, the Center is now home to numerous furnishings made from reclaimed urban trees and created by [Urban Hardwoods](#). The commission included conference tables, a credenza, benches, chairs, side tables and an art installation that uses thin slices of Pacific yew mounted on an interior wall. The furniture was seen on KING/TV and mentioned in a *Seattle Post-Intelligencer* feature. Merrill Hall was designed as a green building using a variety of environmentally sound building techniques and currently is seeking certification under the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) program.

### Creation Station joins LinkUp

[Creation Station](#), an innovative crafts store and art studio in Lynnwood, Wash., is the newest LinkUp partner. The store sells surplus and recycled materials, including plastics (film canisters and pipette trays), paper (food labels and file folders) and wood (utility spools and colored sticks), along with fabric scraps, glass beads and tiles. Customers can purchase by the piece, by the pound or by the package. About 60 percent of retail sales are recycled items. As a new LinkUp partner, Creation Station will receive help with updating its Web site and may also get some promotional assistance.

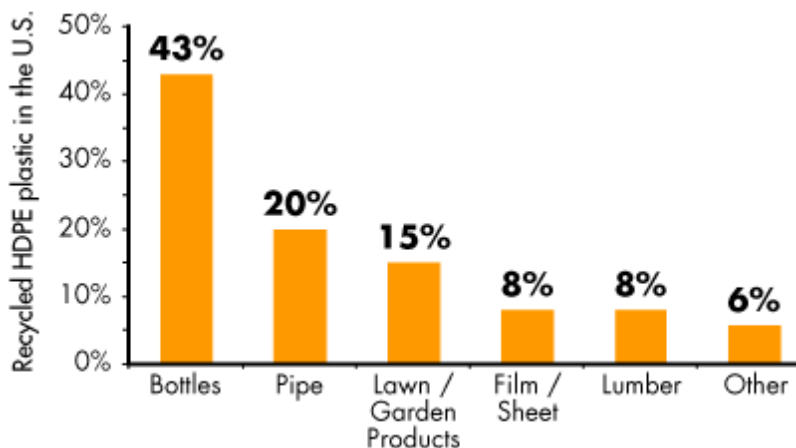
Snohomish and Thurston counties can recycle fluorescent light bulbs at 68 local retail outlets. There is a 50-cent fee for recycling each light bulb or tube. In return, participants will receive four 50-cent discount coupons for their next purchase of four new compact fluorescent light bulbs. This regional campaign is sponsored by the Puget Sound Lamp Recycling Coalition. For more details go to the [Northwest Product Stewardship Council](#) or call the Household Hazards Line at 206-296-4692.

### LinkUp expands

The LinkUp program is expanding its focus to include more material processors as program participants. Selected businesses receive *free* technical and marketing assistance customized to help meet their business needs. Since the program began in 2000, the LinkUp team has worked with small and large businesses to provide services such as product testing, marketing support, business plan development, material sourcing assistance and much more. For more information or to download application forms, go to [Getting Started](#) at the LinkUp Web site.

## Fast Facts

### Plastic's second life



HDPE (high-density polyethylene), also known as #2 plastic, is used to package a variety of products, from milk to motor oil to shampoo. In 2003, more than 400,000 tons of HDPE plastic containers were recycled in the U.S. Nearly half of these were recycled to make non-food-containing plastic containers.

Source: American Plastics Council, 2003 National Post-Consumer Plastics Recycling Report

## News You Can Use

### National recycling conference

The National Recycling Coalition's 24th annual conference will be held Aug. 29–31 in Minneapolis. This year's theme is "Heartland of Recycling." Register by June 30 for discounted rates. For more information, visit the [National Recycling Coalition](#) Web site.

### LEED program expands

The U.S. Green Building Council (USGBC) has introduced its new Leadership in Energy and Environmental Design (LEED) green building rating system for commercial interiors (LEED-CI). This is the third green building rating system developed by the USGBC, following LEED for Existing Buildings (LEED-EB) and LEED for New Construction (LEED-NC). To learn more, go to [LEED](#) at the USGBC Web site.

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