



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Winter, 2011  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## E-waste Landfill Ban Goes into Effect

As of January 1, 2011 New Jersey residents may no longer place old computers, monitors, laptops, portable computers and televisions out at the curb for pickup as garbage. Such electronic waste, also known as e-waste, must now be recycled as per New Jersey's "Electronics Waste Management Act."

Recycling collection programs for e-waste are funded by the manufacturers of electronic products under this law and must be available statewide with no fee being charged to consumers for this service. Manufacturers are using a variety of strategies for collecting e-waste, including the use of existing county and municipal programs, as well as existing collection programs established by retail stores or charitable organizations, such as Goodwill Industries.

While electronic components comprise a small percentage of the overall tonnage of material in the solid waste stream, they contain lead, mercury, cadmium and other toxins. Thus, by recycling these items these toxins are prevented from entering the waste stream and the environment.

Consumers, manufacturers, retailers of electronic products and local governments can get detailed information about the Electronics Waste Management Act, e-waste collection locations and more at <http://www.nj.gov/dep/dshw/ewaste/index.html>.

***E-waste fact: There are now 24 states with e-waste recycling laws in place!***

## Did You Know...

- The Ford Motor Company will utilize recycled denim derived from used clothing in several applications in the 2012 Ford Focus, such as in carpet backing and sound-absorption material.
- Kimberly Clark has begun testing its new tubeless toilet paper rolls at retail outlets throughout the northeast. The company estimates that 17 billion toilet paper tubes are produced annually in the United States. Since most consumers dispose of toilet paper rolls rather than recycle them, this innovation will result in less material winding up in the trash.
- Ag Choice, LLC composts food waste from supermarkets, agricultural waste, and manufacturing waste, such as plant-based organics, on its farm in Andover, New Jersey. The compost produced by Ag Choice is approved as an organic soil amendment and is so popular that it has been sold out for the past two years. For more information, visit <http://www.ag-choice.com/>.
- Nationally, paper mills are paying approximately \$155.00 per ton for baled corrugated cardboard.
- New Jersey's average solid waste disposal fee for municipal solid waste is over \$81.00 per ton.
- EcoTrax interlocking, recycled flooring tiles are made by Swisstrax, Inc. in Indio, California. The tiles are made from recycled scrap tires and are approved for use in LEED™ projects. Visit <http://www.swisstrax.com/recycled-flooring.php> for further details.

**Quote to Consider:** "We don't feel conducting business and protecting the environment are mutually exclusive. Doing the right thing is good for business." - Mark Newton, Director of Sustainable Business, Dell, Inc.

## Traffic Lights Made Chic

Innovative recycled products that use items that most people would never consider as a part or raw material in a new product continue to hit the marketplace. A prime example of such creativity is the "Stoplights" line of lighting fixtures made by Greenlight Concepts. These retro-modern lamps are made with used glass lenses found in discarded traffic lights. Logically, these lighting fixtures are available in red, yellow or green. The company's pendant and bucket lamps can be seen at [www.greenlightconcepts.com](http://www.greenlightconcepts.com).

## A Visit to the Reuse Marketplace Can Help Your Bottom Line

If your company is in need of 55 gallon drums, large plastic bags, office furniture, nitric acid, goat manure/hay mix, theater style seating, computer printers, bricks or just about anything else you can think of and does want to spend top dollar on the purchase of new products, then the Reuse Marketplace is for you. If your company is looking to get rid of such items and does not want to pay to dispose of these items, then the Reuse Marketplace is for you. So, what is the Reuse Marketplace?

The Reuse Marketplace is a web-based network of commercial and industrial materials exchanges that includes listings of available or wanted items by businesses. Once a pilot project funded by the USEPA and now administered by the Northeast Recycling Council (NERC), this " Craigslist-like " network of commercial/industrial materials exchanges allows browsers to view the listings of all partner exchanges from one website. At this time, there are eight waste exchanges housed on the site – the Connecticut Material Trader, SWIX Waste Xchange, Massachusetts Materials Trader, EcoStar Exchange, North Carolina C&D Material Trader, New York C&D Material Trader, Rhode Island Resource Xchange and the Vermont Business Materials Exchange.

By posting available and wanted items on the materials exchanges and gaining

exposure through the network, businesses have a greater chance to save money on disposal, as well as to purchase items at a reduced rate. Many of the items listed on these sites are available at no cost. NERC is now working to broaden the scope of the Reuse Marketplace into a national network of materials exchanges. For more information, visit the Reuse Marketplace at <http://www.reusemarketplace.org/>.

## Holiday Light Recycling Program a Bright Idea

It could be that your incandescent holiday light sets are missing bulbs, have unworkable bulbs or frayed wires or simply may not be working at all. Or it could be that you simply do not like your holiday lights anymore and want something better. Regardless of the reason, rather than throwing those holiday lights out in the garbage, you can recycle them and get a discount coupon towards the purchase of energy-efficient LED holiday light sets. Such programs are available through Home Depot stores and also through an online company called HolidayLEDs.com.

Home Depot's "Eco Options Christmas Light Trade In" program is available through all Home Depot stores, but is only available during the Christmas holiday season. The program run by HolidayLEDs.com is now available throughout the year and was responsible for the recycling of 10,000 pounds of holiday lights during the 2009-2010 holiday season.

Old holiday lights that are collected through these programs are shredded and further processed such that the polyvinyl chloride (pvc), glass and copper used in the light sets are separated for recycling purposes. In some cases, the pvc cannot be recycled. For more information on these programs, visit [www.homedepot.com](http://www.homedepot.com) and/or [www.holidayleds.com](http://www.holidayleds.com).

New Jersey WasteWise Business Network  
*Albert Fralinger, PSE&G - Co-Chair, 856-339-5002 or [Albert.Fralinger@pseg.com](mailto:Albert.Fralinger@pseg.com)*  
*Steven Rinaldi, NJDEP, Bureau of Recycling and Planning – Co-Chair, 609-984-3438 or [Steven.Rinaldi@dep.state.nj.us](mailto:Steven.Rinaldi@dep.state.nj.us)*  
Editor: Steven Rinaldi - Printed on Recycled Paper  
<http://www.state.nj.us/dep/dshw/recycle/brbn03.htm>  
[www.epa.gov/wastewise](http://www.epa.gov/wastewise)