Reviving Buy Recycled Campaigns

Jan Hardin
Solid Waste Manager
Waste Reduction Partners
• Innovative Partnership between NCDEQ & COGs – Land of Sky Regional Council
• Non-regulatory / no cost
• Solid waste reduction, energy efficiency, and water conservation
• Conducts on-site assessments and provides cost saving strategies and resources
WRP Volunteers

- Retired business professional and staff
- Engineers
- Scientists
- 40 field team members across the state
- Recycling “Brain Power”
- 2,300 years experience
Motivation Behind the Campaign

• Environmental purchasing strategies are often a recommendation in WRP’s assessments
• Needed a special push for recycled content, given the need for domestic market development
• Interest from clients
• Perfect role for WRP, with the help of our partners
Partners in this Project

- NC Recycling Business Assistance Center
- SERDC
- CRA
- APR
- EPA
EPA Sustainable Materials Management Grant

NC PURCHASING TOOLKIT FOR PUBLIC AND PRIVATE PURCHASERS

NC BUSINESS LEADERS USING RECYCLED CONTENT

NC RECYCLING INDUSTRY JOBS STUDY
NC Purchasing Toolkit

- Purchasing information and key specifications
- Resources for additional information
- Statewide contract listing
- In review mode
- Available to share with anyone that wants to duplicate
NC Purchasing Toolkit: Recycled Content Products


This toolkit was developed with support from the EPA Sustainable Materials Management Program and following partners:

[Social media icons for Facebook, Twitter, and LinkedIn]
NC Purchasing Toolkit

Key Products, Purchasing Information, Sample Specifications

b. Plastic Products for Administrative Offices (Recycling and Garbage Containers, Trash Bags, Office Products)
c. Industrial Products (Totes, Bins, Drums, Plastic Pallets, Crates, Slipsheets, Gaylord Liners, Can Liners, Mats, Sorbents, etc.)
d. Packaging
   i. Plastic - (Protective, Flexible, Rigid, Food, Labels)
   ii. Paper – (Paperboard, Corrugated Paper Products)
e. Interior Building Products
   i. Carpet, Carpet Backing, Other Flooring and Underlayment,
   ii. Building Insulation, Shower/Restroom Dividers, Latex Paint
f. Exterior Building Products
   i. Plastic Lumber (Decking, Railing, Outdoor Furniture, Landscaping Timbers)
   ii. Non-pressure Pipe - Drainage or Conduit
g. Compost and Hydraulic Mulch
h. Other Parks and Recreation Products (Running Track Surfaces, Playground Surfaces)
i. Transportation Products (Parking Stops, Traffic Cones, Traffic Barricades, Delineators)
j. Vehicular Products (Coolant, Rerefined Oil, Remanufactured Parts, Retreaded Tires)
NC Purchasing Toolkit

Special thanks to the early reviewers:

• Association of Plastics Recyclers (APR)
• NC Recycling Business Assistance Center
• NC Composting Council
• State agency procurement officials
• Private sector procurement officials
NC Manufacturers Using Recycled Content

**THE BUSINESS STORY**
Jackson Paper is a leading recycled paper manufacturer and has been in industry innovator since its inception. They recycle 100 percent recycled corrugated medium and quality box paper to conserve our resources. Their highly efficient operations are based around the Great Smoky Mountains of western North Carolina. Jackson Paper is committed to protecting the beautiful natural environment that they call home.

“We were green before green was cool.”

**PRODUCTS**
- Waxed recycled and prime strongboard (PCR) paper

**MARKET**
- Consumed throughout the United States

**DIVERSION**
- Sourced approximately 20 percent from PCR (10 percent recycled)

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**THE BUSINESS STORY**
Fiberson is a leading U.S. manufacturer of wood-based products, using high-quality recycled wood products to provide sustainable solutions. Fiberson products are available in a wide range of styles and price points, providing the warm, natural materials that are perfect for outdoor living and indoor spaces. Using highly efficient, low-emission manufacturing processes, Fiberson products are free of toxic chemicals and made up to 70 percent recycled content.

**PRODUCTS**
- Hydrosialic, mulch, and soil conditioners

**MARKET**
- Forest fiber recycled manufacturing makes us the green technology development

**DIVERSION**
- 50 million pounds of wood and paper (among all 2 US facilities)

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**THE BUSINESS STORY**
Fiberon is an industry leader in the production of wood-based products. Their manufacturing process results in highly efficient use of natural resources. Fiberon’s products are widely used in both residential and commercial applications.

**PRODUCTS**
- Decking, railing, and flooring

**MARKET**
- North America, Europe, Asia, Australia, and South America

**DIVERSION**
- Over 70% of wood and paper harvested and recycled each year

**MATERIAL RECOVERED**
Fiberon products are made from high-quality recycled wood and paper, ensuring environmental sustainability. Each year, Fiberon saves millions of pounds of lumber and paper, reducing the need for new resources.

**PROCESS DETAILS**
Fiberon’s recycling process uses a simple yet effective method of processing materials. The process involves transferring the recycled wood and paper into a high-pressure liquid, which is then converted into a strong, durable material.

“We think trees should give our backyard’s shade, not flooring.”

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**THE BUSINESS STORY**
Waste Reduction Partners (WRP) is a leading organization dedicated to reducing waste and increasing recycling rates. WRP offers a range of services, including waste audits, waste reduction programs, and recycling consulting.

**PRODUCTS**
- Waste recycling

**MARKET**
- Waste recycling

**DIVERSION**
- Waste recycling

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NC Business Leaders Using Recycled Content

- To showcase manufacturers using recycled content
- To motivate purchasers and consumers to buy recycled
- Environmental savings
- Economic impacts
- How to purchase
If you are one of these businesses, and you have not yet been contacted by WRP, please reach out to us.
Technical Assistance Capability

Customized assistance to

- Manufacturers seeking recycled feedstock
  
  Recent success:
  - Cellulose by-products from one NC manufacturer to a NC molded pulp manufacturer will keep 30 tons per month from the landfill
  
  - Also, recently worked with a composite lumber manufacturer to acquire NC ag plastic test material

- Sourcing departments and purchasers seeking recycled content products
NC Campaign Rollout
Winter and Spring 2021

• **NC Public Sector:**
  - Local Government Solid Waste Departments
  - State Agency Purchasers
  - Carolina Chapter of NIGP

• **NC Private Sector:**
  - Environmental Stewardship Initiative
  - Economic Development Partnership
  - WRP Clients
  - NCSU Industrial Extension and ECU
Thank you!

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