

Reviving Buy Recycled Campaigns

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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 recommendations 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**



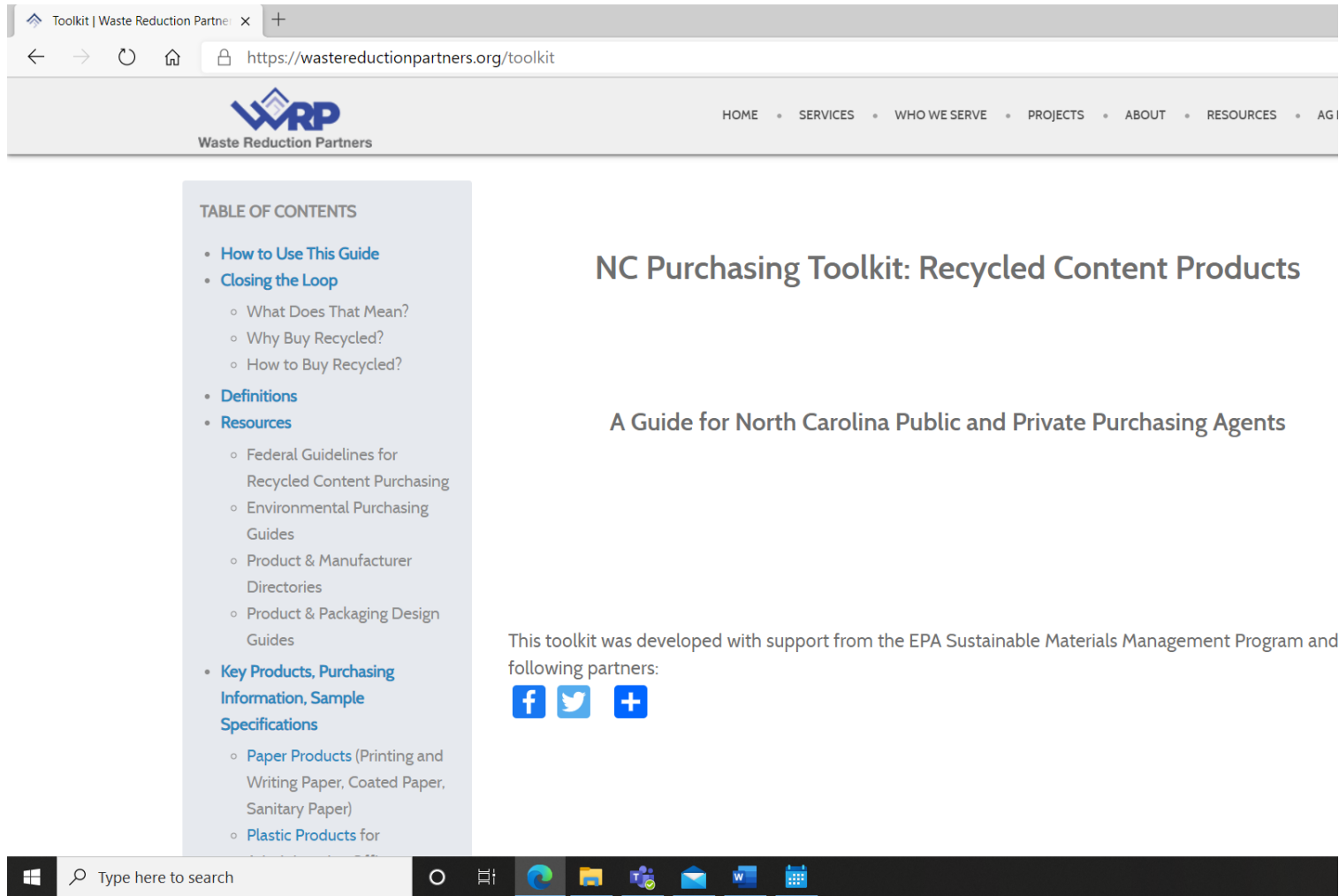
**Statewide contract
listing**



In review mode



**Available to share
with anyone that
wants to duplicate**



NC Purchasing Toolkit

NC Purchasing Toolkit

Key Products, Purchasing Information, Sample Specifications

- a. Paper Products (Printing and Writing Paper, Coated Paper, Sanitary Paper)
- 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



BUSINESS LEADERS

Using Recycled Content



JACKSON PAPER MANUFACTURING
NORTH CAROLINA'S LARGEST PRODUCER OF RECYCLED PAPER



Sylva NC , Jackson County

**PRODUCTS**
100% recycled and Forest Stewardship Certified (FSC) paper

**MARKET**
Corrugated box makers throughout the United States

**DIVERSION**
diverts approximately 109,000 tons of cardboard from the landfill every year

THE BUSINESS STORY

Jackson Paper is a leading recycled paper manufacturer and has been an industry innovator for over 20 years. They produce top-quality 100-percent recycled corrugating medium and supply our paper to corrugated box makers throughout the United States. Independently-owned and situated in 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.”

PROCESS DETAILS

Jackson Paper sources used cardboard from regional material recovery facilities, which gives value to the cardboard that North Carolinians recycle through community recycling programs. The old corrugated containers (OCC) are fed into a pulper where they are blended and contaminants are removed. The fibers are refined to ensure the necessary strength and quality. They are then sent to a paper machine to be formed into sheets of paper. The sheets are dried with steam, wound onto a reel, and cut into rolls. The 100% recycled paper is delivered to box manufacturers across the Southeast.

Unlike most paper mills, Jackson Paper fires their boiler with waste-wood – not fossil fuels. The boiler generates steam that powers the paper-making machinery and heats the plant. A pollution control scrubber prevents wood ash from leaving the boiler. The closed-loop water system and treatment facility allows the facility to reuse the large quantities of water needed to make paper. The result is zero discharge of waste into local sewer system or waterways.



BUSINESS LEADERS

Using Recycled Content



Profile
Solutions for your Environment™



Conover NC, Catawba County

**PRODUCTS**
Hydraulic mulch and soil conditioners

**MARKET**
World's largest producer of hydraulic mulch and the industry leader in technology development

**DIVERSION**
3.5 billion pounds of wood and paper (among all 3 US facilities)



BUSINESS LEADERS

Using Recycled Content



Fibron



New London NC , Stanly County

**PRODUCTS**
Decking, railing and fencing

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

**DIVERSION**
Diverts over 50,000 tons from landfills and incinerators each year

THE BUSINESS STORY

Founded in 1997, Fibron is a leading U.S. manufacturer of wood-alternative decking, railing, cladding, and fencing distributed worldwide. Fibron products are available in a wide range of styles and price points, all providing the warmth and beauty of natural wood without the costly, time-consuming maintenance. Fibron products are free of toxic chemicals and contain up to 94% recycled content.

PROCESS DETAILS

Plastic film is recycled at the New London recycling plant. The plastic pellets generated by this recycling process are sent to the profile extrusion plant. The profile extrusion plant combines the recycled pellets with recycled wood flour to create decks, railing and fencing sold under the brand names Veranda and Fibron.

MATERIAL RECOVERED

Fibron products consist of locally-sourced recycled wood fibers and plastic. Fibron diverts over 50,000 tons from landfills and incinerators each year. The recycled plastic content comes from film recycled through grocery and retail store collection programs. The recycled wood fibers are from ground window trim, doorframes, lumber and cabinet pieces. Fibron products deliver long-term performance and require no chemical preservatives, paint or stains that are common for wood decks, rails and fencing.

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


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.



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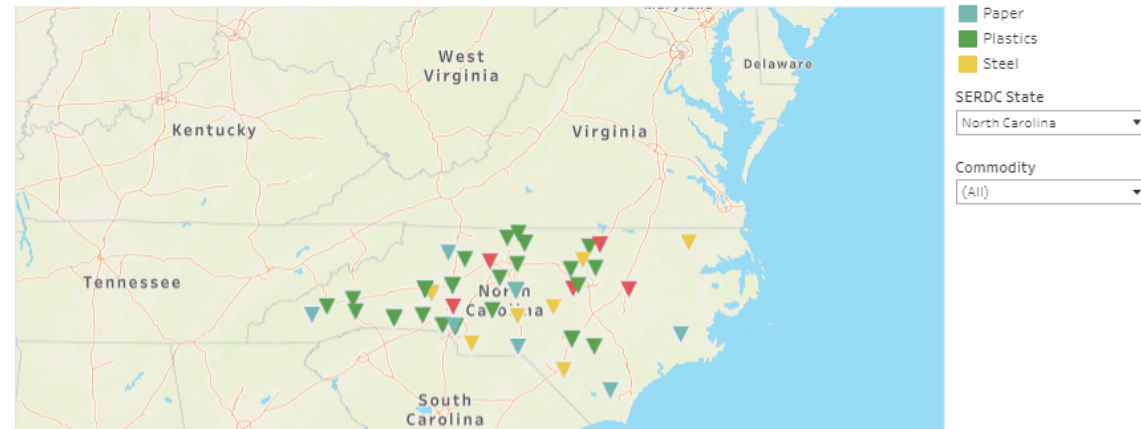
RECYCLING DEMAND MAPPING IN THE SOUTHEAST

In a 2016 study, funded in part by the US Environmental Protection Agency, SERDC determined that over 360 key Southeastern manufacturers look to recycled feedstock to develop new consumer goods.

When communities invest in local recycling collection programs, they're supporting regional manufacturers who depend on recycled plastic, glass, metal, and paper to make new consumer goods.

These manufacturers collectively support almost 98,000 jobs and see a sales volume towering more than \$40 billion.

South East Recycling Manufacturing Map



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!

Jan Hardin

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