



# WasteWi\$e Third Year Progress Report: 1996

## WASTE WISE





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# SUMMARY OF 1996 ACCOMPLISHMENTS

The WasteWi\$e program celebrated its third anniversary in 1996. Looking back, it is easy to see why the program has been so successful—we have outstanding members that continue to show the enthusiasm and commitment necessary to effectively reduce waste. Since the program's inception in 1994, WasteWi\$e partnership has grown to more than 600 members. Over this same 3-year period, partners have reduced nearly 11 million tons of waste.

*“Practicing waste reduction is a competitive advantage for any company. It saves you real bottom-line dollars. Participating in WasteWi\$e helps accomplish that goal and also provides a forum for helping others.”*

*—Tim Mikus, Recycling Program Manager,  
Corporate Environmental, Texas Instruments*

The program originally targeted businesses, but more recently has encouraged the noncorporate world to partner with us to focus on internal waste reduction. Increasingly, other organizations, including state, local, and tribal governments; schools and universities; and hospitals and nonprofits, have decided to take the WasteWi\$e challenge. The program now serves more than 50 sectors, and the number of employees at reporting facilities range from 2 to 750,000. Just about any organization can benefit from WasteWi\$e!

This report documents results achieved by our partners in 1996 and describes how WasteWi\$e participation has grown and how WasteWi\$e has expanded its services over the past 18 months. The relatively new concept of eco-efficiency—promoting sustainable development in a competitive marketplace—is pushing organizations to seek new ways to reduce

their environmental impact and upgrade organizational operations. Participation in voluntary EPA programs, such as WasteWi\$e, helps businesses and other institutions define internal processes, improve their public image, and prevent harmful greenhouse gases from entering the environment.

WasteWi\$e partners implement waste prevention strategies to become eco-efficient organizations. Waste prevention—eliminating waste before recycling—is an integral concept to emerging international environmental standards. It can help organizations improve efficiency and increase competitiveness, while allowing them to take an active role in protecting the environment. In 1996, partners eliminated more than **453,000 tons** of mate-

rials through waste prevention—an increase of more than **30 percent** over the 1995 total.

Reductions were achieved through a combination of tried-and-true methods and newer, innovative waste reduction strategies. From reducing transport packaging to transforming damaged utility poles into artificial reefs, WasteWi\$e partners far exceeded 1994 and 1995 totals and proved that they are environmental leaders in the global marketplace.

WasteWi\$e partners have always been one step ahead of their competitors in using waste reduction to achieve cost savings and increase efficiency. Partners have found that it is more cost-effective to reduce and reuse than to purchase excess supplies and dispose of unneeded

## WasteWi\$e Plays a Lead Role in Reducing Greenhouse Gas Emissions

In 1993, President Clinton initiated the Climate Change Action Plan to strengthen our country's commitment to reducing greenhouse gas emissions. The plan outlined more than 50 voluntary initiatives designed to reduce emissions of these gases to 1990 levels by the year 2000. EPA is responsible for encouraging attainment of about half the reductions under this plan.

WasteWi\$e partners have been playing a leading role in helping the nation to achieve these goals during the past 3 years. Since 1994, WasteWi\$e partners have prevented and recycled almost 11 million tons of materials. Just how do WasteWi\$e efforts fit into the Climate Change Action Plan?

By reducing waste, WasteWi\$e partners also divert millions of tons of material from the waste stream. They attain higher levels of efficiency by only using materials that they really need. Simply put, as organizations prevent more waste and recycle more materials, fewer greenhouse gases are emitted into the atmosphere.

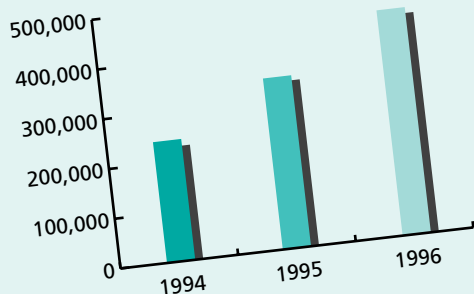
Waste prevention, reducing waste before recycling, greatly reduces the emission of greenhouse gases by conserving raw materials and the energy expended to retrieve, process, and manufacture materials into products. In addition, waste prevention keeps materials out of landfills and incinerators. **Overall, waste prevention provides more climate change benefits than any other waste management option.**

By boosting their recycling efforts, WasteWi\$e partners divert valuable materials from the waste stream that otherwise would be disposed of in landfills and incinerators, where they would emit greenhouse gases. In particular, many companies have increased their recycling of office paper and corrugated containers. Keeping paper out of landfills reduces methane emissions. Trees take large amounts of carbon dioxide out of the atmosphere and store it in wood—when used paper is recycled into new paper products, fewer trees have to be harvested and more carbon dioxide is absorbed. When WasteWi\$e partners use recyclables, rather than raw materials, in manufacturing processes, they not only divert waste, but also save energy needed to mine raw materials.

*“Baxter’s participation in EPA’s WasteWi\$e Program has been instrumental to our waste reduction success. Setting specific goals and measuring our progress towards these goals has helped us to both identify and document significant waste reductions and cost savings.”*

*—Ron Meissen, Director, Environmental Engineering,  
Baxter International Inc.*

**WasteWi\$e Program Totals (Tons)**  
Waste Prevention



materials. In avoided disposal fees alone, the reported volume of waste prevented represents a potential savings of nearly **\$15.4 million**<sup>1</sup>.

Avoided purchasing costs are often much higher than avoided disposal fees.

WasteWi\$e estimates that the avoided paper purchasing costs for all reporting partners

in 1996 could be as high as **\$64.5**

**million**<sup>2</sup>! This money can be channeled back into the organizations to improve productivity, resource efficiency, and competitiveness.

Waste prevention is not the only way to reduce waste and achieve cost savings. Partners continued to report impressive recycling numbers, nearing **4.8 million tons** in 1996.

Avoided disposal costs for these materials could exceed **\$162.5 million**. The most commonly recycled materials included metals, wood, and corrugated cardboard, making up more than **80 percent** of the total. Partners didn’t stop at recycling. They continued to close the loop by

buying almost **4.3 million tons** of recycled content products. Many manufactured new products with recycled content or increased the percentage of recycled content in existing manufactured products. These activities diverted almost **1.8 million tons** from disposal and promoted the wise use of materials.

Both waste prevention and recycling collection totals have continued to increase during the past 3 years. There has been a fourfold increase in overall waste reduction, although the number of partners reporting has decreased. Partners are not only reducing more, they also are finding better ways to measure their reductions. Having completed 3 years in the program, many of our partners have become measurement experts!

While many organizations are still focused on the important task of achieving compliance with environmental standards, WasteWi\$e partners have moved beyond compliance to resource conservation and sustainable development. We salute our partners for their dedication to fostering a sustainable environment. As for those who have not yet joined the program, we encourage you to do so today.

<sup>1</sup> This figure is based on an average 1996 U.S. tipping fee of \$34 per ton, as compiled by *Biocycle* in the April 1997 issue, “The State of Garbage in America.”

<sup>2</sup> These figures are based on the 1996 average costs of \$876.67 per ton of high-grade office paper and \$319.58 per ton of medium-weight corrugated, as derived from low-end costs reported by *Pulp & Paper*, 1996.



# WASTE REDUCTION WORKS FOR EVERYONE

**W**asteWi\$e partners tell us that the best waste reduction programs touch on all departments, divisions, and branches of an organization. Organizations that incorporate waste reduction strategies into all working relationships (e.g., with customers, suppliers, and employees) achieve higher cost savings through efficient use of materials and reduced disposal fees. Reductions ranged from 5 pounds to more than 90 million pounds, and partners reported savings of up to \$17 million for individual waste prevention activities. Regardless of the specific reduction or savings per activity, WasteWi\$e partners are putting forth more effort than ever and are realizing impressive results. Their commitment to reducing waste is paying off!

*“At Northeast Utilities, we appreciate the flexibility in setting goals and performing activities that is provided by WasteWi\$e. We tailor goals to our company and involve many departments and individuals. This involvement sustains the program and promotes innovation.”*

*— Richard Larsen, Senior Scientist, Environmental Programs,  
Northeast Utilities Service Company*

## Common Waste Prevention Strategies: “Everyone’s Doing It!”

**T**he following waste prevention methods have been the most popular among WasteWi\$e partners during the last 3 years. These methods have been proven to slash waste and save money. Use them and see for yourself.

- **Switching to reusables.** Just ask WasteWi\$e partner, **Johnson & Johnson**, how successful this strategy is. Johnson & Johnson implemented a program to utilize returnable shipping pallets and components, conserving **45 million pounds** of packaging materials. The **Maytag Corp.** eliminated almost **4.5 million pounds** of wood from the waste stream and saved more than **\$27,000** in 1996 by refurbishing damaged pallets and reusing them instead of throwing them away.
- **Going paperless with technology.** WasteWi\$e partners reduce waste by staying on the cutting edge of technology. **Bell South Telecommunications** reduced nearly **30 million pounds** of paper and saved more than **\$16 million** by reducing paper printouts through increased use of an electronic filing system. They also reduced more than 12,000 pounds of paper and saved more than **\$90,000** by billing some customers electronically.
- **Duplex copying.** Duplex copying (copying on both sides of a page), works for all organizations, large and small. **NYNEX** saved **71,000 pounds** of copier paper by encouraging users at its 13 copy centers to complete duplication jobs with two-sided printing.
- **Donation programs.** Donation is a great way to divert waste from the landfill—after all, one person’s trash is another person’s treasure! The **Walt Disney World Company** donated more than **1 million pounds** of wood, piping, fixtures, and other used construction materials to nonprofit organizations, lowering disposal costs for themselves and building costs for the nonprofits.
- **Employee education.** Employee participation is key to the success of a program, and to participate, employees must be knowledgeable about the waste reduction efforts. **Opp and Micolás Mills** educates its employees through a rotating waste minimization team. As new members join the team, old members train them and leave the team. They then go back to their departments, where they take what they learned while on the team and apply it to different departments and areas of the organization.

## Working With Suppliers

WasteWi\$e partners strengthened partnerships with suppliers in 1996 to reduce waste, reuse materials, and close the recycling loop. Most efforts were geared at reducing waste on the WasteWi\$e partners’ end, but some partners went a step further to encourage suppliers to consider their own solid waste issues. In addition to asking suppliers to use recycled materials in packaging and products, some

partners promoted the idea of extended product responsibility, requiring that suppliers decrease packaging or implement return programs. By developing specifications, implementing return programs, and maintaining open lines of communication with suppliers, WasteWi\$e partners eliminated thousands of tons of wood, corrugated containers, and other packaging materials from the waste stream.

Waste reduction came in all shapes and sizes, from small envelopes to huge cable spools. Partners, such as **OECO Corp.**, worked with suppliers and other mail sources

*“Dow Corning and its employees are committed to applying waste reduction and recycling initiatives throughout our business operations. Participating in EPA’s WasteWi\$e program allows us to share our successes and to learn from the successes of fellow WasteWi\$e members. That’s a win/win situation for everyone.”*

*—Kim Hohisel, Senior Recycling Coordinator, Dow Corning Corp.*

to reduce the volume of incoming mail. They were able to conserve **3,000 pounds** of mixed paper and save **\$15,000**, proving that good things come in the elimination of small packages! **GPU Energy** took a bigger bite out of the waste stream by establishing a vendor return program for cable reels and spools. Their efforts resulted in the reuse of more than **400,000 pounds** of wood and metal.

**Baxter International** took a broad approach to working with suppliers, encouraging them to implement pollution prevention programs and evaluate packaging reduction activities. By the end of 1996, **212 of the 418 suppliers** that Baxter had approached decided to implement significant waste reduction strategies as a result of Baxter’s outreach efforts. Baxter helped these suppliers to realize that waste reduction makes good business sense!

Requesting that vendors make packaging changes is a rather popular strategy. Even small organizations can achieve results. **The Minnesota Chamber of Commerce**, with 26 employees, reduced its cafeteria waste by **60 percent**, by encouraging caterers to serve lunches in bulk rather than in individual boxes. The caterer also benefitted, as this waste prevention effort decreased preparation time! While the switch to bulk packaging worked for some, other packaging reduction strategies worked better for others. For many years, **Roche Vitamins, Inc.**, had already used

bulk packaging for the majority of its high volume raw materials. For the remaining nonbulk commodities, Roche Vitamins focused on encouraging suppliers to use lighter packaging made from recycled content. The company prepared a letter requiring suppliers to study the feasibility or indicate their actions to reduce the weight of packaging materials, increase the amount of post-consumer and recycled content in corrugated containers, and use the highest postconsumer and recycled content materials possible in other types of packaging. The letter demonstrated Roche’s firm commitment to conserve resources and promote eco-efficiency.

**Aetna Inc.** also noted their support for the wise use of materials when they entered into an agreement with suppliers to purchase napkins and towels manufactured with paper waste generated at Aetna facilities. Aetna proved that closing the loop by cooperating with external sources can effectively eliminate waste and increase company efficiency—paper, and savings, are fed back into the company.

## Working With Customers

In order to stay competitive, organizations must provide superior products and services at the lowest possible cost to customers. More



*“WasteWi\$e is a winner. It’s a great springboard to lift up our own waste reduction initiatives. WasteWi\$e helps put credibility and substance behind our efforts with both employees and suppliers.”*

*—Bob Langert, Director of Environmental Affairs, McDonald’s Corp.*

customers each year are demanding less packaging on products in order to decrease their own household waste. WasteWi\$e partners have found that waste reduction can help organizations maintain their competitive edge through fewer purchases and lower disposal costs, and increased productivity through continual process improvements. An indirect benefit of these waste reduction activities is the enhanced public image associated with environmentally conscious organizations. WasteWi\$e partners have shown, for the third year in a row, that they know how to please customers and clients, while making significant waste reductions. Following are a few highlights of strategies that partners used when working with customers in 1996:

- **DSC Communications Corp.** used electronic conversions to reduce waste by converting paper manuals to CD-ROMs for some customers and saved more than **\$244,000** and **50,000 pounds** of paper. Converting paper phone books to an online version saved the company **\$80,000** and eliminated an additional **16,000 pounds** of paper waste.
- **Eastman Kodak Company** recently processed its 100 millionth “one-time-use” camera for reuse or recycling. In 1996, the company achieved a 74 percent recycling rate with 86 percent of each camera reused or recycled. In all, Kodak has diverted more than **10 million pounds** of waste from disposal as a result of this program.
- **Herman Miller**, an office furniture manufacturer, implemented a return program for corrugated containers used for packaging finished goods, resulting in the reuse of more than **100,000 pounds** of corrugated cardboard and saving **\$50,000**.
- **Procter & Gamble** lightened its customers’ grocery bags by lightweighting hand detergent bottles and fabric softener sheet boxes. Their overall packaging reductions exceeded **12 million pounds** in 1996 alone!
- Having successfully reduced packaging in many of their clothing lines, **Target Stores** developed a new centralized reuse program for hangers. Although the company has reused their hangers in the past, this program has centralized the activity. Target’s stores use more than **200 million hangers** per year and reuse up to **90 percent**.
- The U.S. Food and Drug Administration requires medical device manufacturing company **Sulzer Intermedics, Inc.**, to send a specific amount of literature with each product they ship. By instituting a program in which physicians can review and return any unwanted or duplicative literature, they were able to restock more than **51,000 pieces** of literature. This saved the company more than **\$32,000** in printing and material costs in 1996.
- **Xerox** takes back used printers and photocopiers as part of its “Design for the Environment” efforts. The company disassembles and salvages usable parts for remanufacture,

diverting more than **75 million pounds** from disposal in 1996. In other efforts to reuse materials, Xerox launched the Toner Container Return Program on Earth Day 1995. Through this program, customers rebox empty toner containers in their original packaging and return them with the shipping costs paid by Xerox. The containers are then cleaned, inspected, and refilled or recycled. In 1996, **1 million pounds** of plastic and other materials were reused.

## Waste Reduction in Production

Organizations in the 1990s face a variety of competing demands—keeping costs low and quality high, staying competitive in a global marketplace, and meeting consumer preferences for more environmentally benign products. By incorporating environmental considerations into the design and redesign of products, processes, and technical and management systems, organizations are managing these challenging demands. In 1996, WasteWi\$e partners developed a variety of innovative practices that drastically reduced the volume of waste generated in the manufacturing and production area.

Process improvements were a common strategy to reduce manufacturing waste during 1996. Some partners made changes in the amount of raw materials used. **McDonald's**, for example, conserved more than **12,000,000 pounds** of mixed paper by reducing the size of its napkins by 1 inch. Other partners installed new equipment to improve manufacturing processes. For example, textile manufacturer **Cone Mills** installed a system to recover soft thread waste, thus reducing the waste of **1,200,000 pounds** of cotton.

Packaging changes were a popular strategy to reduce waste in manufacturing facilities:

- **Allergan, Inc.** focused on improving packaging design for their products, reducing their packaging discards by almost **300,000 pounds**.
- **The Dow Chemical Company** implemented an 'in-plant labeling' system that eliminated the purchasing of excess labeling materials, conserving more than **6,000 pounds** of coated paper. The company also reduced primary packaging, diverting **1,162,500 pounds** of kraft paper bags and **530,000 pounds** of corrugated boxes. The Dow Chemical Company reduced material use in steel drums by standardizing specifications and downgauging steel drum thicknesses and weight, saving **1,200,000 pounds** of steel. These packaging reduction

*"WasteWi\$e fits perfectly with The Gillette Company's commitment to reduce or replace those materials in our products and manufacturing processes that may have an adverse environmental impact."*

*—A. Wallace Hayes, Vice President, Corporate Product Integrity,  
The Gillette Company*

## Company Size Doesn't Matter When It Comes to Waste Reduction

**F**rom large, multinational corporations to small nonprofit organizations, waste reduction can work for everyone. Though the following results may not seem as significant as some of our larger figures, they represent the stellar achievements of our small and midsized organizations. WasteWi\$e congratulates everyone on a great year—keep up the good work in keeping the waste down!

- **Nauticus (National Maritime Center)** donated used 3D glasses to an artist who reuses the polarized lenses to create works of art.
- **OECO Corp.** donated almost 300 pounds of manila envelopes to a nonprofit for reuse, saving \$500.
- **Preston Gates & Ellis LLP** developed a system to donate unserved food to a local shelter. The company also reduced its cafeteria waste by replacing disposable cups and plates with reusable ones.
- **Sligo Adventist School** initiated a composting program and reduced 500 pounds of food wastes.
- **Stonyfield Farm Yogurt** donated nearly 340,000 pounds of yogurt to local farmers for pig feed. In addition, the company achieved an average annual recycling rate of 66 percent.
- **Triplex Direct Marketing** eliminated 1,000 pounds of paper from the waste stream by shredding documents for packaging material.

efforts saved the company an estimated \$4,000,000 in 1996.

- **Synthetic Industries** switched from disposable paper tubes to reusable aluminum tubes, conserving 10,000,000 pounds of corrugated cardboard.

## Working With Employees

Perhaps the most effective way for WasteWi\$e partners to see results is by working internally, with employees. The possibilities for waste reduction are endless when an organization has a group of willing participants to carry out the activities and measure the results. Waste reduction strategies with employees run the gamut of function areas in an organization: from the main office, to the cafeteria, to groundskeeping and housekeeping.

One of the biggest waste streams that employees can reduce is paper. **BankAmerica** challenged employees to reduce paper in 1996. The volume of waste paper generated daily by the company at the start of the waste reduction program was equivalent in height (if stacked) to the tallest building in San Francisco! The bank reported a savings of more than **4 million pounds** of paper through various office paper reduction efforts.

In 1996, WasteWi\$e partners diverted more than **141,000 tons** of office paper from the waste stream through recycling and by using the following common methods:

- **Duplex copying** saved **Pennsylvania Power & Light Corp.** more than **41,000 pounds** of high-grade paper.
- **Reusing once-used paper** saved **Merle A. Nunnemaker, D.D.S.**, the purchase cost of post-it notes and message pads when the office started using the backs of once-used papers for memos and reminders.

Paper wasn't the only material targeted by employees in 1996. WasteWi\$e partners also reduced waste by hosting internal materials exchanges and by giving away items to employees. Materials salvaged included furniture, electronics, and office supplies. **The University of Notre Dame** put more than **200,000 pounds** of furniture to good use by reusing it internally or donating the surplus to charitable organizations. The reuse of furniture on campus resulted in a savings of more than **\$250,000** in the avoided purchase cost of new furniture. **Battelle**, through its Pacific Northwest Laboratories, established a lab equipment pool that redistributes reusable scientific, office, and electronic equipment and tools. In 1996, the pool facilitated the reuse of more than **1,000 items**, resulting in a **\$1,000,000** savings. **UTC Carrier Corp.** donated more than **100,000 pounds** of packaging to employees for reuse. These organizations prove that taking a second look at waste can be profitable to everyone involved.

None of these results could have been achieved without the participation of the employees. Many partners conducted extensive education and outreach programs in 1996 to keep their workers interested and aware of WasteWi\$e efforts. Programs ranged from 1-day workshops to continual training in the areas of waste management and environmental consciousness—partners report that education and outreach are key components of their successful waste reduction programs.

## Waste Reduction With the Community

WasteWi\$e partners have always been active members in their communities, providing employment, donating excess supplies, and providing services to others in need. When **Dow Corning Corp.** began its formal recycling effort in May 1990, the intent was simply to recycle their office waste. Now, however, the firm has established an added benefit in the community by employing individuals with disabilities to process recyclables. Besides diverting more than **49 million pounds** from disposal annually, Dow Corning's recycling efforts have created employment for individuals with physical disabilities and mental challenges within the Midland, Michigan, community. Revenue generated from Dow Corning's recycling program is reinvested into the program to sponsor and promote recycling within the community.

Other WasteWi\$e organizations are closing the loop in their communities by using local recyclables in their products. In 1996, **Fort Howard's Green Bay Mill**, now part of **Fort James Corp.**, used more than **1,140,000 pounds** of mixed waste paper as the primary raw material for the manufacture of its finished products. Of this amount, more than **36,000,000 pounds** came from the surround-

*"The WasteWi\$e program provided Fort James with a national showcase for our waste reduction efforts. The recognition our employees received has fostered a great deal of organizational pride and a heightened commitment to further waste reduction in our operations."*

*—Charles D. Wilson, Vice President, Fort James Corp.*

## Think Twice Before You Throw It Away!

**A**s the concept of waste reduction catches on, people are beginning to source reduce, reuse, and recycle an increasing assortment of materials. WasteWi\$e partners, who have extensive experience with waste reduction activities, are now looking for new strategies to reduce waste. Following are some examples of the different materials partners reduced in 1996. Keep up the creative effort!

- **ComEd** annually replaces approximately 18,000 to 20,000 of its wood electric utility poles due to service improvements. In the past, undamaged poles could not be reused, because critical preservatives were lost upon removal of the pole from the ground. ComEd initiated a simple but effective “pole bandage” program that restores wood preservatives and prevents the pole from rotting at the ground line upon reuse. As a result, in 1996 ComEd reused **740 poles** to mount electrical equipment, avoiding **2,500 cubic yards** in landfill disposal and saving **\$126,000** in pole replacement and disposal costs.
- **Dan River, Inc.**, a textile manufacturer, sold 6,000 pounds of **fabric scraps** to a company that transforms them to handmade rugs.
- **Johnston Industries**, a textile manufacturer, composted 12.5 million pounds of **fiber waste** in 1996. Another type of fiber waste that was previously designated for landfill disposal is now incorporated into a useful product, insulator pads, thus preventing more than 375,000 pounds of textile waste from being disposed each year.
- **Louisiana-Pacific Corp.** sold more than 12,000 pounds of **baled plastic** to an archery range for use as back stops. They currently have 38 bales (approximately 39,500 pounds) in storage for future donation or sales opportunities. Louisiana-Pacific also donated 350 **used tires** to a local shooting range for use in a barricade. Plans are being developed to donate future supplies to a local race track.
- **Schlegel Corp.** reduced 2,000 pounds of **wax paper** and saved \$1,800 by switching from wax paper buckets to reusable plastic containers.
- **Virco Manufacturing Corp.** took 600,000 pounds of **sawdust** to a local livestock auction for animal bedding and other uses, saving \$8,640 in disposal fees.
- **Walt Disney World Company** saved more than 100,000 pounds of **deli paper** by switching to reusable clay food baskets that do not require paper liners. They also reused more than 1 million pounds of **textiles** through waste reduction initiatives, such as donating cast costumes, reusing old towels as rags, and reusing old sheets as pot holders.

*“Citgo’s WasteWi\$e program fits so well within the company because it represents a key extension of one of our core business values—environmental stewardship.”*

*—Jim McCarthy, WasteWi\$e Sponsor and  
General Manager Government and Public Affairs*



*“Where BankAmerica does not need something that still has useful life, we try to find someone who can use it. Everything from rubber bands and folders to personal computers and peripherals is reconditioned and given away to schools and nonprofit organizations.”*

*—Candace Skarlatos, Vice President, Environmental Policies,  
BankAmerica Corp.*

ing communities' curbside collection services. By using local feedstock, Fort Howard increased the potential recycling market value for commodities in the surrounding community. Additionally, Fort Howard avoided any unnecessary transport costs to ship waste paper to its manufacturing plant. Not only is staying local important, it can also be also cost-effective.

In recent years, donation programs have emerged as a way for organizations to divert waste and reduce costs, while helping out in the community. These donations fill a void for nonprofit organizations and can make the difference between the survival and collapse of services needed in communities across the country. Additionally, the donations brighten the lives of others. For the past 5 years, **Ford Motor Company** collected its employees' annual yuletide cards and sent them to the St. Jude's Ranch for abused, neglected, and troubled children. The children made new holiday cards from the old ones. In 1996, this activity eliminated **4,500 pounds** of paper (460,000 cards) from the waste stream, and gave the children a creative outlet.

By donating surplus supplies and equipment to others, WasteWi\$e organizations enjoy numerous benefits, including significant waste reductions, a sense of good will, improved community relations, and avoided disposal costs:

- Through its surplus store, **Seattle University** gave away more than **10 tons** of wood products (e.g., chairs and tables)

removed from a residence hall during a renovation project. The store has been one of the university's most successful waste diversion programs over the past 2 years because it has enabled the school to give away or inexpensively sell many items that were previously landfilled.

- **The Body Shop** donated **7,000 pounds** of their products to nonprofit organizations in 1996. Donations included soaps and lotions to a local AIDS service agency and battered woman's shelter. In addition, The Body Shop donated posters, promotional items, and boxes to the Scrap Exchange for distribution to schools and artists.
- **Humboldt State University** donated almost **50 cubic yards** of goods from students who were moving out of residence halls. Of this amount, 60 percent was clothing, 20 percent was household items (kitchenware, small appliances, etc.), 10 percent was canned or bottled food, and 10 percent was miscellaneous items (notebooks, binders, posters, etc.). The materials collected were taken to Humboldt Shelter for Women, a nonprofit organization that assists victims of domestic violence.

Organizations on the receiving end of donation benefit from the gift of needed equipment and supplies. Ultimately, the environment also wins. WasteWi\$e lauds partners' donation efforts in 1996!



# 1996-1997 PROGRAM HIGHLIGHTS

While our partners diligently worked to reduce waste in their offices and production facilities, WasteWi\$e stepped up efforts in 1996-1997 to improve partner services and expand program membership. From our recognition and partner networking initiatives—the large national forum in Washington, DC, and regional miniforums held across the country—to our new technical and electronic resources, WasteWi\$e has been busy this year implementing new services for our partners. To further increase waste reduction results (and to give you more partners to network with), we also pumped up our recruitment efforts. Read on for 1996-1997 program highlights:

## Membership Increased by 50 Percent

WasteWi\$e welcomes all of our new partners who joined in 1996-1997. Our targeted direct mailings, personal visits, and regional forums paid off—approximately 200 new partners joined between January 1996 and June 1997. We targeted universities, food manufacturers, retailers, and electronics companies, but our new partners are not, however, limited to businesses. In an effort to expand the WasteWi\$e program, EPA also encouraged state, local, and tribal governments to join. In just 2 months, 35 government bodies joined as charter government partners and we expect this trend to continue. As partners, these organizations agreed to consider how their own operations can benefit from internal waste reduction initiatives and to share their experiences with their peers.

# Program Streamlined to Make Participation Even Easier

EPA has also changed the structure of the WasteWi\$e program, making participation easier than ever before for our partners! On June 1, 1997, WasteWi\$e began asking all new partners to make a 3-year commitment upon joining the program. This means that partners will submit a one-time *Goals Identification Form* identifying the activities that they will implement during their 3 years in the program, rather than sub-

mitting a *Goals Identification Form* each year. Partners then submit an *Annual Reporting Form* describing their progress. We hope that this new structure will enable partners to report significant, measurable results by the end of the third year. At that point, partners can recommit to 3 more years of participation as senior partners or take their lessons learned and exit the program as alumni.

*“Setting goals for a 3-year period is a great idea, since it is hard to do too much in 1 year. Three years would give us more time to work on specific projects.”*

*—Patricia Davies, Director of Corporate Health, Safety, and Environment, Millipore Corp.*

## Charter Government Partners as of June 30, 1997

### Local Governments

City of Anaheim, CA  
City of Burlington, VT  
City of Dover, NH  
City of Fort Worth, TX  
City of Garfield, NJ  
Gloucester Township, NJ  
Greenville County, SC  
City of Gresham, OR  
Borough of Hawthorne, NJ  
City of Hopkinsville, KY  
City of Lake City, GA  
Borough of Lindenwold, NJ  
Louisville and Jefferson  
County Metropolitan  
Sewer District, KY

Marlboro County, SC  
City of Mesa, AZ  
Passaic County, NJ  
City of Portsmouth, OH  
City of Scott, LA  
South West Oakland  
County, MI  
Summit Akron Solid Waste  
Management Authority,  
OH  
City of Taft, CA  
Borough of Wanaque, NJ

### Tribal Governments

Caddo Indian Tribe of  
Oklahoma  
Chickasaw Nation  
Confederated Tribes of the  
Umatilla Indian  
Reservation  
Forest County Potawatomi  
Community  
Lac du Flambeau Tribe  
Port Gambel S'Klallam  
Pueblo of Zuni  
Rosebud Sioux Tribe  
Sherwood Valley Ranchera  
Torres-Martinez

# Partners Recognized for Ongoing Commitment to Waste Reduction

Through national and regional forums across the country, EPA recognized new and existing partners for their commitment to waste reduction. On September 9, 1996, EPA hosted its second National WasteWi\$e Forum in Washington, DC. The highlight of the day was a luncheon recognition ceremony, featuring a congratulatory address by Elliott Laws, Assistant Administrator of EPA's Office of Solid Waste and Emergency Response. EPA honored 64 WasteWi\$e partners for their outstanding waste reduction achievements, as evidenced by their annual reports. The event began with a WasteWi\$e program update, followed by a keynote address. The day continued with a plenary session on *Finding the Biggest Costs Savings* in the realm of waste prevention and breakout sessions on establishing a waste reduction program and purchasing recycled content products. EPA also recognized four endorsers—**American Textile Manufacturers Institute, Edison Electric Institute, Grocery Manufacturers of America, and National Automobile Dealers**

**Association**, and 28 individuals from many WasteWi\$e companies for promoting the benefits of solid waste reduction and the WasteWi\$e program to prospective members.

In 1996, WasteWi\$e also introduced a series of regional forums to

recognize existing partners in their area of the country and welcome new partners who signed up through our enhanced recruitment efforts. EPA held the regional events in five locations across the country: Chicago; Washington, DC; New York; San Francisco; and Los Angeles.



Left: EPA Regional Administrator Jeanne Fox with Ken Zimis of Roche Vitamins, Inc.



Top Right: EPA Deputy Regional Administrator Michelle Jordan with Greg Mimms of Motorola.

Bottom Right: EPA Assistant Administrator Elliott Laws with Bob Langert of McDonald's Corp.

# Program Champions Honored at Recognition Ceremony September 9, 1996

## Sustained Leaders in Waste Prevention:

Bank of America  
Baxter International  
Bell Atlantic  
BellSouth Telecommunications  
Chrysler  
Clorox  
Coors Brewing Company  
Dow Corning  
E.I. DuPont de Nemours & Company

General Mills  
Hewlett Packard  
Johnson & Johnson  
McDonald's  
Pepsi-Cola Company  
Proctor & Gamble  
Stone Container  
Target Stores

## Comprehensive Waste Reduction Programs:

Abbott Laboratories  
Aetna Inc.  
Allergan  
Anheuser-Busch  
Apple Computer  
Baltimore Gas & Electric  
Bethlehem Steel  
Betterworld/Planet Recycle  
The Body Shop  
Buckley's Quality Printing Company  
CITGO Petroleum  
The Coca-Cola Company  
Compaq Computer Corp.  
Eastman Kodak  
EG&G  
Ford Motor Company  
Fort Howard  
General Motors  
Georgia-Pacific Corp.  
Gillette  
Hallmark Cards  
HASBRO  
Herman Miller  
Ingersoll-Rand

Inland Steel  
Louisiana-Pacific Corp.  
Maytag  
Millipore  
Motorola  
Mount Bachelor Ski & Summer Resort  
Navistar International Transportation  
NEPTCO  
Northeast Utilities  
NYNEX  
Pennsylvania Power & Light  
Perkin-Elmer Corp.  
Public Service Electric & Gas  
Radio Flyer  
Schlegel Corp.  
Silicon Graphics  
Sligo Adventist School  
State Farm Mutual Automobile Insurance Company  
Stonyfield Farm Yogurt  
Texas Instruments  
The Walt Disney Company  
Xerox



# A Special “Thank You” to Our Speakers

WasteWi\$e would like to thank all of the speakers who made presentations at WasteWi\$e events over the past 18 months:

## **Washington, DC — September 9, 1996**

Jim Bosch	Target Stores
Jeff Cary	Janus Funds
Don Curran	Virco Manufacturing
Kim Hohisel	Dow Corning Corp.
Tony Kingsbury	Dow Chemical Company
Fred Krupp	Environmental Defense Fund
Bob Langert	McDonald's Corp.
Jim McCarthy	CITGO Petroleum Corp.
Mark Nelson	Pepsi-Cola Company
John Ohler	Maytag-Galesburg Refrigeration Products
George Thomas	Eastman Kodak Company
Michelle Toelkes	Hallmark Cards

## **Chicago, Illinois — November 20, 1996**

Michelle Jordan	EPA Deputy Regional Administrator
Norm Niedergang	EPA Divison Director
Paul Pasin	Radio Flyer
Jack Shih	Navistar International Transportation Corp.

## **Washington, DC — December 2, 1996**

Gifford Stack	The National Soft Drink Association
Greg Gunzelman	Baltimore Gas & Electric Company

## **New York City, New York — March 26, 1997**

Jeanne M. Fox	EPA Regional Administrator
Dan McCloskey	Public Service Electric & Gas Company
Tom Constantino	Public Service Electric & Gas Company
Ken Zinis	Roche Vitamins, Inc.
Rick Larsen	Northeast Utilities Service Company

## **San Francisco, California — June 26, 1997**

John Wise	EPA Deputy Regional Administrator
Terry Bedell	The Clorox Company
Paul Quickert	Hewlett Packard Company
Candace Skarlatos	BankAmerica Corp.

## **Irvine, California — June 30, 1997**

Michelle Toelkes	Hallmark Cards
Raymond Gow	Allergan
Ken Jones	Boeing North American, Inc.
Jacqueline Civet	Amgen, Inc.

## Increased Opportunities for Partner Information Exchange

WasteWi\$e facilitated even more opportunities for partners to share information. In conjunction with the regional forums, WasteWi\$e initiated several partner networks across the country. The partner network meetings



enabled partners to interact with colleagues, discuss waste reduction issues, and share successful strategies with peers in their geographic area. By working together, partners found solutions to common concerns and problems. WasteWi\$e sponsored the first kick-

off meeting for each of these partners networks, and many partners have decided to continue meeting annually or semiannually at a partner's facility.



*“The Tri-State Partner Network meeting generated a plethora of ideas. The networking opportunities are very valuable.”*

*—Maureen Burke, Recycling Coordinator, Bell Atlantic Corp.*



Top Left: Fred Krupp of the Environmental Defense Fund addresses partners at the September National Forum.

Top Right: Partners examine displays of waste prevention examples at the September National Forum.

Middle Right: Gifford Stack of the National Soft Drink Association discusses waste prevention at the Washington, DC Forum in December.

Bottom Right: Partners exchange ideas at the September Forum.

Bottom: Panelists discuss buy-recycled options at the September Forum.



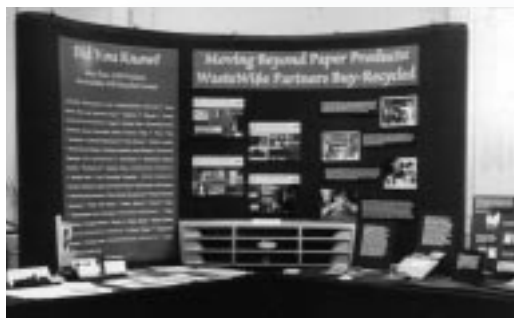
*“The flexible nature of the program allows us to focus on solid waste reductions that truly benefit our company and our environment. We have found the WasteWi\$e publications and helpline to be timely and helpful in our ongoing waste reduction efforts.”*

*—Jeffrey R. Foote, Manager, Corporate Environmental Affairs,  
The Coca-Cola Company*

# New Publications

WasteWi\$e developed several new free technical publications to assist partners in developing, implementing, and measuring their waste reduction activities. In the past 18 months, EPA produced the following new materials:

- Two new *WasteWi\$e Updates*: **Going Paperless With Technology** and **Remanufactured Products: Good as New**.
- A **ToolKit** of resources designed to help partners make their waste reduction programs successful. The **Toolkit** focuses on assisting partners with four key components of a waste reduction program: identifying key waste streams, educating employees and managers, measuring results of waste reduction activities, and reporting.
- New **Tipsheets** include negotiating hauler contracts to increase savings, donating leftover food to the needy, managing food scraps as animal feed, reducing transport packaging, and a buy-recycled fact sheet and resource guide.
- An **Industry Sector Study** of waste reduction practices implemented at select WasteWi\$e partners in the electric power industry.
- Brief **Case Studies** on the following industry sectors: utilities; scientific, photographic and control equipment; soaps, cosmetics, and hygiene; retail; motor vehicles and parts; manufacturing (general); food service and manufacturing; entertainment; computer and electronics; communications; chemical and petroleum refining; beverages; and banking, financial, and insurance.
- **Industry Sector Fact Sheets** describe examples of WasteWi\$e goals and sample partner achievements for the following industry sectors: beverages; chemicals and pharmaceuticals; electronics; entertainment; food manufacturing and processing; forest and paper products; motor vehicles and parts; scientific, photographic, and control equipment; retail and direct sales; telecommunications; textile; and utility industries.



Left: This display highlights the range of recycled-content products purchased by WasteWi\$e partners.



Top Right: WasteWi\$e offers a variety of free technical publications.



Bottom Right: This display showcases employee education activities at partner organizations and travels across the country to our regional events.



# Expanded Communications With Our Partners

To better serve our partners with access to the program's technical information, WasteWi\$e revamped and expanded electronic and paper communications in 1996. The new and improved **WasteWi\$e homepage** is on the Web at [www.epa.gov/wastewise](http://www.epa.gov/wastewise). Through the homepage, you can now download our publications, register online, and see sample goals and results. Also included is a special partner network area called The Partner Network. Password-protected for WasteWi\$e members, The Partner Network provides special technical assistance information and resources. Features include the *WasteWi\$e Bulletin*, links to helpful waste reduction sites, and news and upcoming events. Annual reporting forms can be found in The Partner Network as well. In addition, The Partner Network features the most frequently asked questions of WasteWi\$e partners and EPA's response.

WasteWi\$e recently established an **electronic list server** to facilitate communication between EPA and partners, and among partners. The list server will allow us to post program announcements and alert you to new technical information. We encourage our partners to use it, too! Use it to submit questions to EPA, discuss waste reduction issues with your colleagues, offer suggestions to other members, and share success stories with all of us. Partners can subscribe to the list server by sending an e-mail to [ww@cais.net](mailto:ww@cais.net).

EPA also expanded the *WasteWi\$e Bulletin* in 1996. The new 4-page *Bulletin* includes a section on resources, answers frequently asked questions from the helpline, and features innovative activities implemented by our partners in each issue.





# A LOOK AHEAD

**W**asteWi\$e is planning to offer new and improved services to our members in 1997 and beyond. We are planning improvements in education, program implementation, and partner recognition. Upcoming activities include:

- **Electronic Reporting.** WasteWi\$e plans to take reporting online for the March 1998 reporting period. WasteWi\$e hopes that this paperless process will be more convenient for partners, will facilitate the reporting process, and will prevent large amounts of paper from entering the waste or recycling stream. Partners will be able to submit all of the required annual reporting information via the WasteWi\$e homepage.
- **Awards Program.** WasteWi\$e plans to launch an awards program in January 1998, to recognize outstanding partners in the areas of waste prevention, recycling, and buying recycled. Watch for mailings that will describe specific requirements and awards criteria.
- **Recognition Ceremonies.** We are planning several recognition ceremonies for 1997-1998. In conjunction with the National Recycling Coalition's Annual Congress in Orlando, Florida, we are planning a special ceremony to welcome Charter Government Partners and new business partners. We also are planning a national ceremony to recognize all award winners in the fall of 1998. Regional recognition events will be held in Boston and Philadelphia.
- **Partner Advisory Council.** WasteWi\$e anticipates developing a Partner Advisory Council to help EPA generate ideas for new partner services.

# WasteWi\$e Partners Joining Between January 1, 1996 and June 30, 1997

## **Aerospace**

General Dynamics Defense Systems, Inc.  
United Paradyne Corp.

## **Banking, Financial, & Savings**

The Chase Manhattan Bank  
First Union National Bank  
Mutual of New York

## **Beverages**

C.C. Clark P.L.U.S.  
Shenandoah Brewing Company  
Triarc Beverage Group

## **Building Materials**

Mckenzie Commercial Contractors  
Permatron  
Wall Technology

## **Chemicals**

Faultless Starch/Bon Ami Company  
Reckitt & Colman, Inc.  
The Seydel Companies  
Witco Corp.

## **Communication**

ATR Wire and Cable Company, Inc.  
DSC Communications Corp.  
MCI Telecommunications  
U.S. Postal Service - Alaska  
U.S. Postal Service - Lansing, MI P&DC  
U.S. Postal Service - Northeast Area

## **Computer & Data Services**

Data General Corp.  
EMC

## **Computers & Office Equipment**

Full Circle Image  
Laser Wolf  
MSI/OfficeTrader, Inc.  
Pitney Bowes, Inc.  
Tandem Computers, Inc.

## **Construction & Engineering**

Enermodal Engineering

## **Consulting & Employment Services**

Clearwater Environmental, Inc.  
EMCON Alaska, Inc.  
Julianne T. Dewel, P.E.  
Kelly Services, Inc.

## **Education**

Albany State University  
Alden Central School  
California State University - Sacramento  
Delta College  
Florida Atlantic University  
Georgetown University  
Grambling State University  
Humboldt State University  
Lee County School District  
Manchester College  
Mars Hill College  
Michigan State University  
Mississippi Bend Area Education Agency  
Mt. Carmel High School  
North Carolina State University  
Northern Illinois University  
Northeastern University  
Pima County Community College District  
Pine Grove Middle School  
Ramona Lutheran School  
Ringling School of Art & Design  
San Jose State University  
Seattle University

Suffolk University  
University of Nevada Las Vegas  
University of North Carolina - Chapel Hill  
University of Rhode Island  
University of South Florida at Sarasota/New College  
University of Wisconsin - Madison  
Utah State University  
Utica College  
Virginia Wesleyan College

## **Electronics & Electrical Equipment**

The Aerovox Group  
General Instrument Corp.  
Magnetek, Inc.  
Matsushita Electric Corp. of America  
MPD, Inc.  
MEMC Southwest, Inc.  
SGS - Thomson Microelectronics  
Sharp Electronics Corp.  
Standard Industries, Inc.  
Sulzer Intermedics, Inc.  
Tingstol Company

## **Entertainment**

Mount Vernon - Home of George Washington

## **Food Manufacturing**

Ben & Jerry's  
Jackson Ice Cream Company  
Lipton  
Snoball Foods, Inc.  
Wortz Company

## **Food, Drug, & Convenience Stores**

K.V. Mart Company  
Nortex Drug Distributors  
Shaw's Supermarkets, Inc.  
Sure Save Super Market, Ltd.

**Forest & Paper Products**

Avery Dennison Corp.  
Berlin and Jones Company, Inc.  
Blandin Paper Company  
Forest Awards and Engraving  
International Paper Company  
Quad-R, Inc.

**Furniture Manufacturing**

Creative Office Systems  
Speedy Blinds  
Steelcase, Inc.

**Hotels, Resorts, & Lodging**

Doubletree Hotel at Fisherman's Wharf  
Hoosier Boys Town  
Turnberry Isle Resort and Club  
Westin South Coast Plaza Hotel

**Industrial & Farm Equipment**

Honeywell, Inc.

**Medical Services**

Cape Cod Hospital  
Christian Health Care Center  
Empire Health Services  
Kaiser Permanente  
Sage Products, Inc.

**Metal Manufacturing**

MTM Machining, Inc.

**Metal Products**

Ryobi Die Casting (USA), Inc.  
Worthington Industries, Inc.

**Motor Vehicles & Parts**

Excel Automotive  
Guardian Industries

**Nonprofit Organizations**

Gastineau Human Services Corp.

**Petroleum Refining**

Green Oasis Environmental, Inc.

**Pharmaceuticals**

Roche Vitamins, Inc.

**Printing & Publishing**

Braun-Brumfield  
Grolier, Inc.  
R.R. Donnelley & Sons Company

**Research Services**

Columbia Analytical Services

**Restaurants & Food Service**

Dinosaurs, Inc.  
Perkins Family Restaurant  
Sizzler International, Inc.  
Sodexo USA

**Retail & Mail Order**

Bass Pro Shops  
Names in the News  
Phillips-Van Heusen Corp.

**Rubber & Plastic Products**

American Plastics Council  
A.S.A.P.  
Boulder Blimp Company  
DSM/Polymer Corp.  
EcoTyre Technologies  
Formosa Plastics Corp. USA  
M. A. Hanna Resin Distribution Company  
Marko Foam Products, Inc. - UT  
Printpack, Inc.  
Topper Plastics, Inc.

**Scientific, Photographic, & Control Equipment**

United States Surgical Corp.

**Textile Manufacturing**

American & Efird, Inc.  
American Cotton Growers  
BGF Industries, Inc.  
Collins & Aikman Corp.  
Dayspring, Inc.  
Synthetic Industries  
TNS Mills

**Transportation**

Port Authority of New York & New Jersey  
Puerto Rico Ports Authority

**Transportation Equipment**

Sierracin/Sylmar Corp.

**Utilities**

Boston Edison Company  
Cinergy Corp.  
Consolidated Edison Company of New York, Inc.  
GPU Energy  
GPU Nuclear Corp.  
Maine Yankee  
Nevada Power Company  
Northern Indiana Public Service Company  
Public Service Company of New Mexico  
Puget Sound Energy  
Sierra Pacific Power Company  
UGI Utilities, Inc. - Electric Division

**Waste Management Services**

Capital Area Corporate Recycling Council  
Double Day, Inc.  
FBN Enterprises  
HELP Energy Savings Systems (GRE-DOR)  
Michigan Recycling Coalition  
MiTech, Inc.  
Quiver Sanitation, Inc.  
Schofield Corp.





# PARTNER REGISTRATION FORM

**My organization is ready to become a WasteWi\$e Partner!  
Please send a membership packet.**

Organization Name: \_\_\_\_\_

SIC Code or Industry Sector: \_\_\_\_\_

Check if a ☐ subsidiary or ☐ division. Name of parent company (if applicable): \_\_\_\_\_

Principal Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Facilities to be included in initial waste reduction efforts:**

(e.g., corporate or government headquarters only, regional facilities, all offices and plants)

\_\_\_\_\_  
\_\_\_\_\_

Approximate total number of employees in these facilities: \_\_\_\_\_

**How did you hear about the WasteWi\$e program?**

☐ Periodical/Publication (Name) \_\_\_\_\_

☐ Workshop/Conference (Sponsor) \_\_\_\_\_

☐ Trade Association (Name) \_\_\_\_\_

☐ Other EPA Program (Name) \_\_\_\_\_

☐ PSA/Advertisement (Location) \_\_\_\_\_

☐ Another Company (Name) \_\_\_\_\_

☐ Other (Specify) \_\_\_\_\_

☐ Direct mail from WasteWi\$e

Signature of Senior Official: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Please cut and mail to WasteWi\$e at the address indicated. Or, fax to WasteWi\$e at 703 308-8686. For more information, call the WasteWi\$e helpline at 800 EPAWISE.**



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**WASTE  
Wi\$E**



\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

PLEASE  
PUT  
STAMP  
HERE

**WasteWi\$e (5306W)**  
**U.S. Environmental Protection Agency**  
**401 M Street, SW.**  
**Washington, DC 20460**

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*Waste in any form is lost profits. Maximizing efficiency through reducing our waste stream is not only good for the environment—it's good for our bottom line as well."*

*—Nancy Hirshberg, Director of Natural Resources, Stonyfield Farm Yogurt*

*Silicon Graphics strives to decrease waste associated with its daily operations. The company's primary objective is to reduce the amount of resources used to conduct business. These efforts reduce landfill waste, decrease waste-related fees, and provide revenue for the company."*

*—Mary Clifford, Manager, Corporate Environmental, Health and Safety, Silicon Graphics, Inc.*

*WasteWi\$e fits perfectly with The Gillette Company's commitment to use or replace those materials in our products and manufacturing processes that may have an adverse environmental impact."*

*Wallace Hayes, Vice President, Corporate Product Integrity, The Gillette Company*

*"Compaq is dedicated to integrating sound environmental practices into all of our products, services and operations. We have found that what is good for the environment is good for business, too."*

*—Hans Gutsch, Senior Vice President of Human Resources and Environment, Compaq Computer Corp.*

*"Our success in employee involvement has asked our major office buildings to join and then receive inquiries from other facilities (research and development operations, education facilities, etc.) about the program. [WasteWi\$e] is a voluntary effort by the company and we will attempt to establish a recognition program for employees and their facilities—and also participation numbers."*

*—Jonnie Martin, Environmental Manager, IBM*

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ded to applying waste reduction and recycling initiatives throughout our business operations. Participating in EPA's WasteWi\$e program allows us to share our successes and to learn from the successes of fellow WasteWi\$e members. That's a win/win situation for everyone."

—Kim Hohisel, Senior Recycling Coordinator, Dow Corning Corp.

Body Shop's aim is to be an environmentally responsible business. Waste reduction is a key component of our mission. That is why we value our participation in the WasteWi\$e program so much."

—Corilei Beer, Spokesperson, The Body Shop

...been very good. We have been delighted to participate (i.e., refineries, petrochemical production and processing). Within Texaco, we have involved all employees. This year, we have implemented the program for the first time to increase our waste reduction efforts."

—Environmental Scientist, Texaco

"Bell Atlantic's partnership with the WasteWi\$e program is an important part of our company's efforts to reduce costs while conserving the environment."

—Maureen Burke, Recycling Coordinator

"Baxter's participation in EPA's WasteWi\$e Program has been instrumental to our waste reduction success. Setting specific goals and measuring our progress towards these goals has helped us to better identify and document significant waste reduction and cost savings."

—Ron Meissen, Director, Environmental Engineering, Baxter International

"Practicing waste reduction is a competitive advantage for any company. It saves you real bottom line dollars. Participating in WasteWi\$e helps accomplish that goal and also provides a forum for helping others."

—Tim Mikus, Recycling Program Manager,

...ability in setting goals and performing the program that is provided by WasteWi\$e. We have brought it to our company and involve many employees and individuals. This involvement in the program and promotes innovation."

—Richard Larsen, Senior Scientist

"WasteWi\$e is a valuable board to lift up our initiatives. WasteWi\$e is a substance behind the scenes and suppliers."

—Bob Langer



WasteWise Program  
U. S. Environmental Protection Agency (5306W)  
401 M Street, SW.  
Washington, DC 20460