



# Waste Seminar - 2020

# Current Recycling Trends



# RECYCLING MARKET TRENDS

**254** million tons of trash are generated in the US per year.

Source: EPA, Advancing Sustainable Materials Management: 2013 Fact Sheet

**75%** of waste is generated in commercial facilities

Source: Source: Cal Recycle, 2008 Statewide Waste Characterization data

**14** million tons of recycled material are thrown away each year.

Source: EPA, Advancing Sustainable Materials Management: 2013 Fact Sheet

**53%** Of the population struggles to recycle outside the home

Source: EPA, Advancing Sustainable Materials Management: 2013 Fact Sheet

# Trends: Encourage Composting & Recycling

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## Zero Waste Goals



Set to divert all waste away from landfills. These goals maximize recycling and minimize waste. Large businesses and colleges are increasingly placing emphasis on waste reduction.

## Hauling Costs



Landfills are becoming further away, causing the haulers' trips to increase in distance, which can be expensive for the facility.

## Legislation



Recycling legislation in the US is increasing. For instance, the CA AB 1826 and AB 341 requires large businesses to recycle & compost.

# Fun Facts

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- Recycling one ton of office paper conserves the equivalent of 322 gallons of gasoline.
- Recycling one ton of aluminum cans conserves the equivalent of 1,024 gallons of gasoline.
- Plastic bottles are the most recycled plastic product in the US. Recycling just 10 plastic bottles saves enough energy to power a laptop for more than 25 hours.
- In a landfill, aluminum cans take 80-100 years to break down. Plastic bottles can take 700 years. Glass bottles spend 1 million years waiting to decompose!



# THE BENEFITS OF SUCCESSFUL RECYCLING



## 1. COMPLIANT WITH CA LAW

### 3. SUPPORT SUSTAINABILITY

#### ACHIEVE CERTIFICATIONS

##### LEED CERTIFICATION

Distinguishes energy and resource-efficient buildings. Can lead to savings from increased building value, higher lease rates and decreased utility costs.

##### GREEN SEAL CERTIFICATION

Helps manufacturers, purchasers and consumers make responsible choices that positively impact business behavior and improve quality of life.

##### THE WELL BUILDING STANDARD

System for measuring, certifying, and monitoring building features that impact human health and well-being through air, water, nourishment, light, fitness, comfort and mind.



## 2. LOWER OPERATING COSTS



Tax Benefits for qualifying businesses.



Hauling fees for recycling can be less expensive than waste.

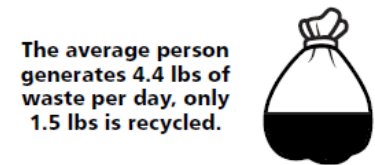
## 4. HELP THE ENVIRONMENT



Each ton of recycled paper can save 17 trees.



Recycling 1 glass bottle can save enough electricity to light a 100-watt bulb for 4 hours.



The average person generates 4.4 lbs of waste per day, only 1.5 lbs is recycled.



By recycling 1 aluminum can you can save enough energy to power a laptop for 11 hours.

# Benefits of Recycling

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- Reduces waste sent to landfills
- Conserves natural resources such as timber, water, and minerals
- Prevents pollution by reducing need to collect new raw materials
- Saves energy
- Helps create jobs in the recycling and manufacturing industries
  - **757,000 jobs**
  - **\$36.6 billion in wages**
  - **\$6.7 billion in tax revenues**





# California Recycling & Compost Laws





**CALIFORNIA**

# RECYCLING LEGISLATION

## Overview

- 75% recycling goal by 2020.
- Reported a 50% recycling rate and 65% diversion rate in 2014.
- Mandatory commercial recycling and commercial organics recycling.
- Mandatory event recycling.
- Deposit on beverage containers (bottle bill).

# AB 341 – Mandatory Commercial Recycling



The logo for AB341 Recycling, featuring a recycling symbol and the text "AB341 RECYCLING" in white on a blue background.

A collection of commercial waste items including a green jug, a white bottle, a green bottle, a brown bottle, a glass, and a can, all sitting on a piece of cardboard.

The commercial sector generates nearly three fourths of the solid waste in California. Much of the commercial sector waste disposed in landfills is readily recyclable.

AB 341 requires all businesses that generate 4 cubic yards or more of trash per week to arrange for recycling services.

**Statewide  
goal - 75%  
Diversion  
Rate by  
2020**

**Mandatory  
Event  
Recycling**

- ❖ Affects all Commercial Businesses & Multi-Family dwellings with 5+ units
- ❖ Applies to any commercial entity that generates four or more cubic yards of commercial solid waste per week
- ❖ Requires jurisdictions to implement education, outreach, and monitoring programs to inform businesses of the state requirement to recycle and how they can recycle in the jurisdiction.

# AB 1826 – Mandatory Recycling of Organics



AB1826



ORGANICS RECYCLING



## The Law

California law requires certain commercial businesses and multifamily properties to have recycling collection services. Those services include mandatory collection of organic materials such as food scraps, food-soiled paper and landscaping trimmings.



- ❖ January 1, 2020 - generators of 2 or more cubic yards of solid waste per week (pending statewide progress)
- ❖ Organic waste includes food waste, green waste, landscape and pruning waste, nonhazardous wood waste, and food-soiled paper waste that is mixed in with food waste.

## How To Comply with Law:

- 1) Compost
- 2) Food Donation
- 3) On-Site Processing

# What falls under 'commercial'?

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- The mandatory organics recycling law defines a business as a commercial or public entity (such as a school or hospital) including multifamily residential dwellings (5 units or more), that generates a specified amount of organic waste (4 or more cubic yards of solid waste per week)
- A business is a commercial or public entity, including, but not limited to, a firm, partnership, proprietorship, joint stock company, corporation, or association that is organized as a for-profit or nonprofit entity, or a multifamily residential dwelling. A business that meets the waste generation threshold shall engage in one of the following organic recycling activities:
  - ❖ Source separate organic waste from other waste and participate in a waste recycling service that includes collection and recycling of organic waste.
  - ❖ Recycle its organic waste on site, or self-haul its organic waste off site for recycling.
  - ❖ Subscribe to an organic waste recycling service that may include mixed waste processing that specifically recycles organic waste.

Link:

- <https://www.calrecycle.ca.gov/Recycle/Commercial/Organics/Business/>



# AB 1383 – Methane Emission Reduction

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- ❖ Law aims at setting methane emissions reduction targets in a statewide effort to reduce emissions of short-lived climate pollutants in various sectors of California's economy.
- ❖ 50 percent reduction by 2020 (from 2014 par)
- ❖ 75 percent reduction by 2025

Organic waste in  
landfills =  
significant  
source of GHG  
emissions  
contributing to  
Global Climate  
Change



# AB 1594

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Eliminate a loophole in State law that allows some yard waste that is being used as landfill cover to count as being "diverted" from landfills.

# Monitoring Compliance

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- Reviewing jurisdictions' AB 939 compliance by focusing on program implementation.
- Local Assistance and Market Development staff will continue to review the implementation of the local programs
- Electronic Annual Reports, annual staff jurisdiction site visits, and other information that the jurisdiction deems relevant.
- **Fine:** A jurisdiction which fails to comply with a CalRecycle compliance order may be fined up to **\$10,000 per day** until it implements its SRRE and HHWE and complies with the Act, according to [PRC 41850 \(a\)](#). The actual amount of a fine, the timing of a fine, and the conditions for avoiding a fine, are set at CalRecycle's discretion.



# Contacts – Cal Recycle

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[Benjamin.Johnson@CalRecycle.ca.gov](mailto:Benjamin.Johnson@CalRecycle.ca.gov)

AB 1383:  
Gwen Huff  
[SLCP.Organics@calrecycle.ca.gov](mailto:SLCP.Organics@calrecycle.ca.gov)  
Materials Management and Local Assistance Division  
California Department of Resources Recycling and  
Recovery  
P.O. Box 4025  
Sacramento, CA 95812





# Setting Up a Recycling/Composting Program

# Setting Up A Compost Program



## ORGANICS RECYCLING – YARD WASTE

AB1826



### Yard Waste

Grass, small branches, leaves, wood chips, cut flowers, garden trimmings



\*Yard Waste and Food Waste containers are separate and will be labeled



## ORGANICS RECYCLING – FOOD WASTE

AB1826



### Food Waste

Discarded vegetables, fruits, meats, bones



### Food Soiled Paper

Napkins, paper cups, coffee filters, waxed cardboard food boxes

# Green Waste Recycling

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- **Please Recycle**
  - Grass, leaves, yard prunings, weeds, twigs, small branches (four inches or less diameter and two feet or less in length)
- **Do Not Recycle**
  - Bagged yard waste, trash, recyclable materials, plastic bags, palm fronds, ice plants, cactus, yucca, succulents, fruit or vegetables, ivy or bamboo, dirt or rocks, pet waste, metal, wood, hazardous waste



# Organic Waste

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- **Please Recycle**
  - Meat, bones, dairy products, bread/grains, fruits and vegetables
- **Do Not Recycle**
  - Compostable/biodegradable items, napkins, paper plates, silverware, plastic cutlery, fats, oils and grease





# Setting Up A Recycling Program



## RECYCLING

AB341



\*Please look for recycling sticker on bin before disposing of recyclables

### Mixed Paper

Telephone books, office paper, magazines & newspapers



### Plastic Bottles & Containers

All CRV, bottles/jugs of any color and number (lids removed), tubs and containers, buckets, pails, crates, toys, clamshell trays and deli containers, plant pots (no ceramic), and laundry baskets



### Cardboard & Paperboard

Egg cartons, paper packaging

### Metal

Aluminum cans, tin and steel cans, clean aluminum pans and foil, empty aerosol cans



### Glass Bottles, Jugs & Jars

Empty bottles and jars of any color



# Paper and Cardboard Products

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- **Please Recycle:**

- Paper

- Newspaper, junk mail, telephone books, catalogues/magazines, envelopes, office paper, copy paper, greeting cards, books (must be torn from hard cover), paper-based wrapping paper

- Cardboard

- Cereal boxes, tissue boxes, food boxes, milk cartons, juice boxes, egg cartons, clean pizza boxes, cardboard delivery boxes, gift boxes, paper bags, toilet paper/paper towel rolls,

- **Do Not Recycle:**

- Intact books, waxed paper (paper cups, candy wrappers), frozen food containers, used paper plates, used tissue/paper towels, soiled pizza boxes, soiled donut boxes, disposable coffee cups, cellophane wrapping paper, foam products, old photographs, diapers



# Glass Products

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- **Please Recycle**

- Clean/rinsed Juice bottles, beer and wine bottles, liquor bottles, baby food jars, condiment jars, jelly jars, salad dressing bottles, pickle jars, etc.

- **Do Not Recycle**

- Food soiled jars listed above, light bulbs, window glass, glass vases, drinking glasses, glass dishes/figurines, ceramic dishes/pots, Christmas lights, Christmas ornaments, electronic devices



# Plastic Products

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- **Please Recycle:**
  - Plastic water bottles, plastic soda bottles, plastic milk jugs, plastic laundry jugs, shampoo bottles, bleach bottles, lotion bottles, food bottles, condiment bottles, vegetable oil bottles, caps (left on bottle)
  - All bottles, jugs, and jars must be clean and dry
- **Do Not Recycle:**
  - Trash bags, plastic grocery bags, zip lock bags, plastic film, plastic wrap, chip bags, plastic lawn furniture, plastic pools, plastic toys, garden hoses, juice/food pouches, any plastic items larger than a kitty litter container, old photographs and negatives





# Aluminum and Metal Products

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- **Please Recycle:**
  - Aluminum soda cans, aluminum beer cans, fruit cans, vegetable cans, pet food cans, juice cans, soup cans, sauce cans, assorted food cans, metal hangers, empty aerosol cans
  - All cans must be clean and dry
- **Do Not Recycle:**
  - Bicycles, auto parts, metal lawn furniture, used aluminum foil, batteries, scrap metal



# Miscellaneous Items

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- **Please Do Not Recycle:**

- Food and liquids. All food residue must be removed!
- Clothing, furniture, and used carpet. Check out donation programs!
- Loose plastic bags, film, and cling wrap
- Foam cups and containers
- Hazardous Waste
  - Batteries, paint, automotive fluids, pesticides, needles



# Tips to Reduce Contamination

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- Empty and rinse all containers.
  - Only clean, dry items can be recycled
- Leave caps and lids on jars and bottles
- Keep food and liquids out of the recycling
- Keep plastic bags out of the recycling
- Place loose/shredded paper in paper bags rather than plastic to ease service



# Why is Proper Sorting Important?

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- Up to 25% of items placed in recycling containers are not recyclable.
- Putting items in the recycling bin that can't be recycled can contaminate the entire recycling stream.
- Unrecyclable items can cause costly damage to recycling center sorting equipment.
- Sorting at the recycling center raises costs to process recyclables and makes it less efficient.



# Setting Up a Recycling Program

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- Step 1: Discussion with Waste Hauler
  - What services are available?
    - Does the hauler offer organic waste pickup?
    - Do they require waste be separated prior to pickup?
    - How does it need to be separated? (ex. mixed recycling vs. paper/glass/cardboard)



# Setting Up a Recycling Program

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- **Step 2: Site Analysis**

- What is currently in place?
  - How does waste move through the facility?
  - Is there a recycling system currently in place?
    - Is it sufficient volume?
    - How are the materials currently separated?
    - Is there a high rate of contamination (misplaced items)?

# Setting Up a Recycling Program

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## Step 3: Product Recommendations

- Variables to consider
  - Material: metal vs resin
  - Budget
  - Style Preference
  - Capacity Needed
  - Signage



# Recycling Solutions

# CURRENT USER FRUSTRATIONS

Slim containers are used to collect multiple waste streams, but lack consistent colors, labels, and lids.



# RCP Recycling/Compost Solution



## DECORATIVE COLLECTION



## UTILITY COLLECTION



## MOVEMENT & DISPOSAL



Only Rubbermaid has the full depth and breadth of recycling products



# DECORATIVE COLLECTION

## CONFIGURE



### SIZE VARIETY



### LID TYPES



### WASTE STREAM LABELS



# DECORATIVE COLLECTION

## SLIM JIM RECYCLING STATION



10 WASTE STREAM LABELS



Simple & Durable

No Hardware Needed

Hinging Stream Topper

Venting

Cinching

7 COLORS



# UTILITY COLLECTION



## 3 PRODUCT LINES



### SLIM JIM® CONTAINERS

Available in 16G & 23G



### BRUTE® CONTAINERS

Lids Available to fit 32G

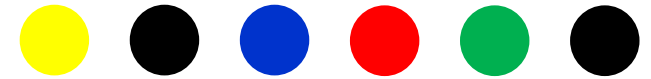


### WASTE BASKETS

Available in 13qt Side Bin & 28qt Wastebasket

## AVAILABLE IN

### 6 COLOR OPTIONS



### 10 WASTE STREAM LABELS



### 4 LID OPENINGS



# MOVEMENT & DISPOSAL



## TILT TRUCKS

Available in 1 Cubic Yard & 1 ½ Cubic Yard  
Placards available in 6 colors

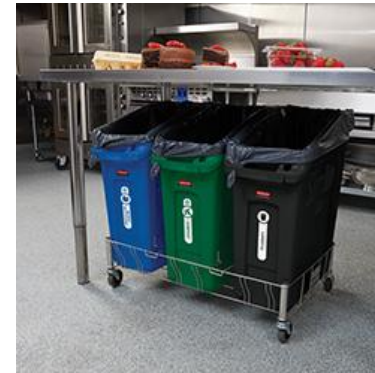


## BRUTE® ROLLOUTS

Available in 32, 50, 65, and 95 Gallon Options  
Standard, Casters, and Step-on

\*Only available in 65  
& 95 gallon with  
casters

\*Only available in  
standard 65  
gallon



## 10 WASTE STREAM LABELS





# Rubbermaid Composting Solutions



**Back of House Solutions for  
Collecting Organic Waste**

**Front of House Solutions for  
Recycling/ Organic Waste**

Labeling kits available for customization. More recycling Information -

<http://elaunch.rubbermaidcommercial.com/>



# Rubbermaid Composting Solutions



Storage Solutions for Organic Waste



Transporting Solutions for Organic Waste

Labeling kits available for customization. More recycling Information -

<http://elaunch.rubbermaidcommercial.com/>



## Additional Support From Rubbermaid



# Decorative Refuse Brochure



## Updated Look & Feel

- Style, Color, Tone, and Layouts Consistent with Other RCP Collateral



## New Content

- Updated Decorative Refuse Positioning

# Community Engagement

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## ENGAGE THE COMMUNITY

Foster community development around manufacturing and distribution sites



## EDUCATE THE COMMUNITY

Raise awareness of waste reduction activities and empower the community with helpful resources



## LEAD BY EXAMPLE

Improve organizational practices and convey a sense of responsibility to communities



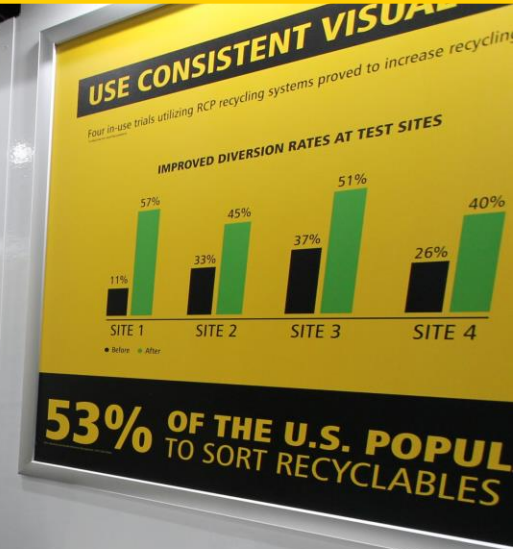


# Educate the Community



Raise awareness of waste reduction activities and empower the community with helpful resources

RCP features a **Mobile Marketing showroom**, with a **focus on sustainability**, which travels across the country to various customer facilities, distributor locations, and trade events. The truck includes products that contain **recycled content**, **conserve resources**, and **encourage recycling and composting habits**.





# Educate the Community



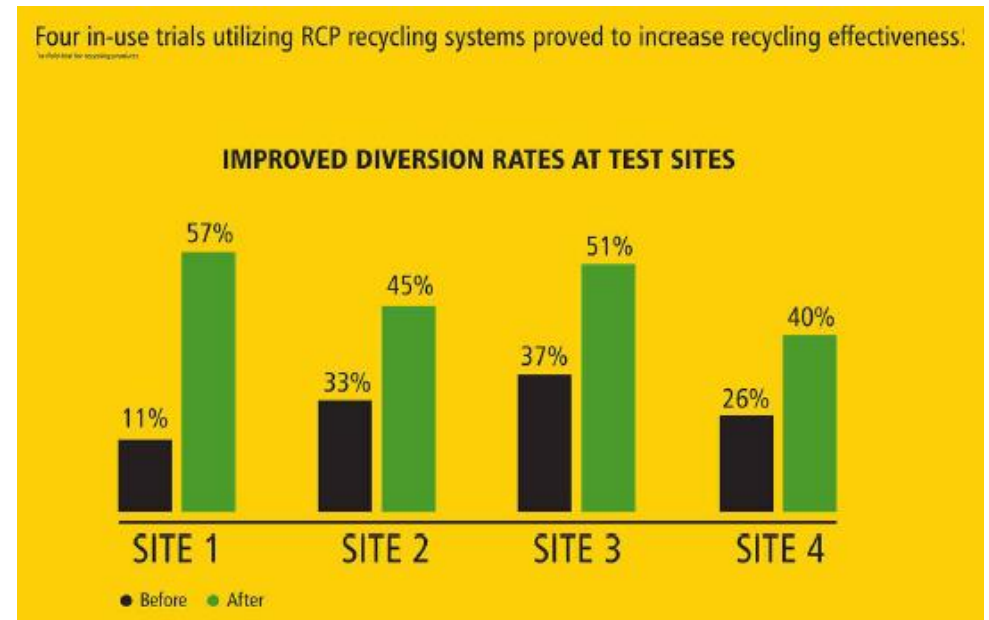
Raise awareness of waste reduction activities and empower the community with helpful resources

As a part of the **Mobile Marketing – Sustainable Solutions program**, RCP representatives travel nationwide, **leading waste audits and site assessments** with various organizations to teach them **how to properly analyze their waste stream**. This enables them to understand their waste habits and **identify areas for improvement**.

>50

Waste Audits & Site Assessments  
have been led by the RCP Marketing  
team over the past 2 years

## PROVEN EFFECTIVENESS



# Educate the Community



Raise awareness of waste reduction activities and empower the community with helpful resources

## IMPORTANCE OF WASTE AUDITS

**1**

### INCREASED DIVERSION

Waste audits inform businesses of current and potential diversion rates, leading to increased engagement along with more effective recycling practices.

**2**

### REDUCED CONTAMINATION

Understanding which waste should be thrown out, instead of recycled, reduces contamination rates. Contamination not only spoils recycling streams, but producing high levels can lead to large fines.

**3**

### COST SAVINGS

On average, recycling hauling costs are 30% lower than landfill hauling costs. Increasing recycling diversion rates can lead to cost savings for the business.

# Educate the Community



Raise awareness of waste reduction activities and empower the community with helpful resources

## Waste Audit Kits

Kits have been developed to enable RCP employees to partner with facilities to **effectively determine diversion rates.**

Kits include the following the contents:

- Tarps
- Gloves
- Trash bags
- Scale
- Pens
- Clipboard



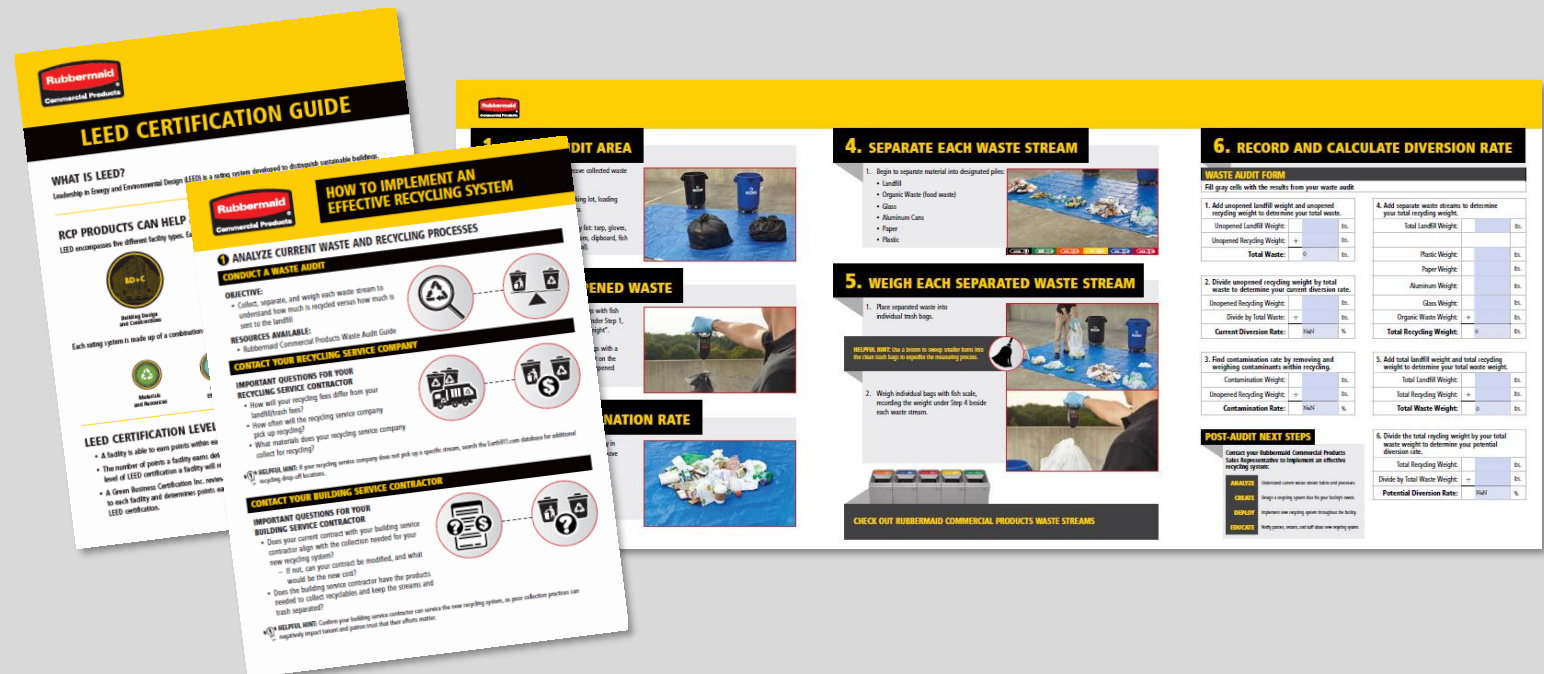
# Educate the Community



Raise awareness of waste reduction activities and empower the community with helpful resources

In addition to leading recycling and waste analysis activities, RCP has developed a series of tools to support continuous education and the practice of best recycling habits:

- Implementation Guide
- Waste Audit Guide
- Patron Recycling Flyer
- Janitorial Recycling Flyer
- LEED Certifications Guide
- State Legislation Summaries
- Customizable PPT



# Recycling Solutions Waste Audit



*Purpose: Collect, separate, and weigh each waste stream to understand how much is recycled versus how much is sent to the landfill*

## INCREASED DIVERSION

Waste audits inform businesses of current and potential diversion rates, leading to **increased engagement along with more effective recycling practices.**



## REDUCED CONTAMINATION

Understanding which waste should be thrown out instead of recycled **reduces contamination rates.** Contamination not only spoils recycling streams, but producing high levels can lead to **significant fines.**



## COST SAVINGS

On average, recycling **hauling costs are 30% lower** than landfill hauling costs. Increasing recycling diversion rates can **lead to cost savings** for the business.







# RCP – Sustainability

# Our Sustainability Vision

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At RCP, we **stand for sustainable solutions** that make us **better stewards** of our planet and resources. Over the years, our **iconic durability** has resulted in **fewer landfill contributions**, and we are committed to **extending sustainable practices** across our business in the future.

# Committed to Sustainability



At RCP, we hold ourselves and our suppliers to strict environmental standards. This includes designing, manufacturing, marketing, and distributing our products through environmentally sustainable and socially sensitive business practices.

## PRODUCTS



Our durable products are not only sustainable, but also encourage end-users to practice sustainable habits.

## SUPPLY CHAIN & OPERATIONS



We are committed to manufacturing and shipping our products in the most sustainable way.

## PACKAGING



We are always looking for new ways to reuse and recycle corrugate and minimize our contribution to landfill waste.

## COMMUNITY ENGAGEMENT



We constantly seek out opportunities to educate and engage the community to promote best practices.



# PRODUCTS

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# Products

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## MADE OF RECYCLED MATERIALS

Cleaning and refuse products, using sustainable materials, allow facilities to make a positive impact on the environment



## REDUCE OR ELIMINATE LANDFILL WASTE

Sustainable products help reduce contribution to landfills, as well as save money for facilities



## ENCOURAGE RECYCLING & COMPOSTING

Solutions that encourage patrons to recycle and compost correctly, saving facilities time and money





# Products: Made of Recycled Materials



Products using sustainable materials allow facilities to make a positive impact on the environment

Disposable Wet Mop



Disposable Wet Mop is constructed of up to 99% post-industrial recycled content

Maximizer™ Wet Mop



Maximizer™ Microfiber Blend Mops are up to 43% recycled content, Maximizer Blend Mops up to 75%

Premium & Standard Launderable Dust Mops



RCP Premium & Standard Dust Mops are made of up to 100% recycled content

# Products: Made of Recycled Materials



Products using sustainable materials allow facilities to make a positive impact on the environment

Waste Baskets



Utility indoor wastebaskets are constructed of up to 20% post-consumer recycled content

Recycling Boxes



Recycling boxes are made of up to 20% post-consumer recycled content

Silhouettes



Decorative indoor refuse line, Silhouettes, are made of up to 30% post-consumer recycled material

# Trends: Reduce or Eliminate Landfill Waste

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**More than 550 million pounds of alkaline and lithium batteries go into landfills, globally, every year**

Often battery disposal is complex and requires a unique waste-stream. Self-sustainable products lessen the amount of batteries disposed of each year

**64% of buyers said it was important for them to buy products from manufacturers who embrace sustainable initiatives<sup>1</sup>**

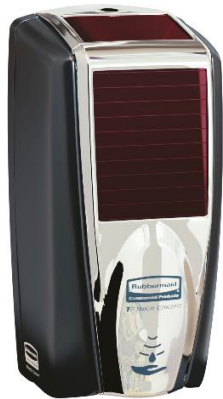
<sup>1</sup> Clean Link "Importance of Green and Sustainable Initiatives" Survey

# Products: Reduce or Eliminate Landfill Waste



Sustainable products help reduce contribution to landfills, as well as save money for facilities

AutoFoam Soap Dispenser  
with LumeCel™ Technology



With the LumeCel rechargeable energy system, AutoFoam is completely self-powered by light

Microburst 3000 Air Care with  
LumeCel™ Technology



LumeCel system eliminates the need to manufacture, use, and dispose of alkaline batteries

FreshWorks™ Produce Saver



Produce Saver keeps produce fresher longer\*, which helps to reduce produce landfill waste

\*Based on produce stored in RCP FreshWorks™ Produce Saver vs. traditional food box

# Products: Encourage Composting & Recycling



Solutions that encourage patrons to recycle and compost correctly, saving facilities time and money

Slim Jim® Recycling Series



Facilities can choose from 7 colors and lid openings to customize a station. This system has improved diversion rates up to 14.4%

BRUTE® Recycling Solutions



Range of available colors and sizes, which assist in the implementation of recycling initiatives

Configure™



Adaptable recycling system that has improved recycling rates up to 13.6% and accuracy up to 25%, compared to existing solutions



# SUPPLY CHAIN & OPERATIONS

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# Supply Chain & Operations



Committed to manufacturing and shipping our products in the most sustainable way

At our **Cleveland, TN plant**, we've made efforts to manufacture and ship our wet mopping products in a way that **reduces our contribution to landfill waste**, as well as **our emission of greenhouse gases**



**210,000 lbs**  
of yarn were diverted from landfills  
last year, to be used in other  
finished good manufacturing

**2X**  
more mops are shipped when  
packaged compactly, leading to  
reduced gas emissions and better  
supply chain efficiencies\*



\*Two compacted 12-packs of mops is equal to one boxed 12-pack of mops

# Lead by Example



Improve organizational practices and convey a sense of responsibility to communities

## Facility Improvements

The RCP plant in Winchester, VA is actively working to **improve recycling rates**. Employees at the facility are enabling significant gains in environmental performance through an **overhaul of their management and recycling practices**. As a result, the facility now achieves a **74 percent recycling rate** for all waste produced.

74%



**recycling rate**

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**Thank you - We are honored to be your sustainability partner of choice!**

