

Guide to Recycling



Gainesville
Retailers

Why Recycle?

Everyday each one of us generates garbage — in our homes and in our workplaces. Recycling is a wise alternative to sending heaps of garbage to the landfill, especially for easily recyclable products such as paper, cardboard, glass, aluminum and steel. Recycling saves natural resources, landfill space and helps avoid disposal costs. As public awareness concerning the importance of recycling continues to grow, many customers are choosing businesses which are

environmentally responsible. In addition, if properly implemented, a recycling program can provide bottom-line savings.

It's Mandatory!

The City of Gainesville passed an ordinance which made commercial recycling mandatory effective on January 1, 1997. Since that time, the City Recycling Office has continued to inform businesses and commercial properties of the steps that must be taken to bring each business into compliance with the city ordinance.

This brochure is designed to assist retail store and shopping center/mall managers in the development of simple and successful recycling programs.

What Materials Should be Recycled

Generally, recyclable materials are those that:

- Can be cleanly separated from the waste stream,
- Make up a significant portion of the waste stream, and
- Can be transported to a processor or buyer at low cost.

The City of Gainesville Mandatory Recycling Ordinance requires that retailers recycle:

- **Corrugated Cardboard**
- **Office Paper**

If corrugated cardboard or office paper comprise 15% or more of your business' waste stream, these materials must be recycled.





Corrugated cardboard is a major source of recyclable material in the retail sector. This is easily separated from other materials for recycling and due to its bulk, can significantly reduce the amount of waste requiring disposal. For large volumes of cardboard, especially in a shopping center setting, the purchase of a baler can be a sound investment. Money saved by avoiding service and disposal costs will quickly recover the initial investment in a baler.

Nearly every store, regardless of size, has some form of an administrative office. This is an ideal location to collect computer and mixed office paper.

For stores participating in a mall or shopping center recycling program, be aware of what materials management has chosen to recycle.

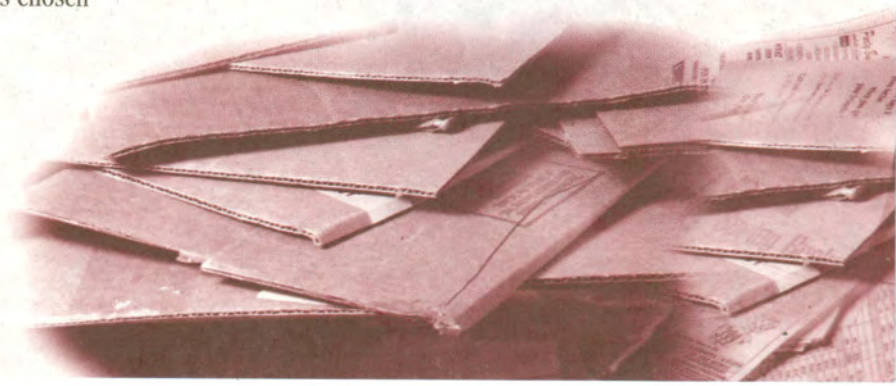
Starting Your Program

Ensure commitment from the corporate office, local management and custodial staff. Appoint an enthusiastic, dependable recycling coordinator to help develop and monitor the recycling program. This person will need to work with all levels of staff, as well as vendors, contractors and the general public.

Contact Your Hauler

You may either transport your recyclable materials to a collection center, or with large volumes of recyclables, you may contract for collection services.

The City of Gainesville Recycling Office can give you a list of recycling centers and service providers. There are several important questions to ask...such as what grades of paper will be accepted and what is the minimum amount of paper necessary for your business to receive collection service? Is collection based on a schedule or on-call pick up?



Strategically Place the Recycling Containers

Review the layout/floor plan at your store. Locate storage space, equipment and employee/customer traffic patterns for all areas. Recycling container placement and recyclables collection and storage should maximize usage and ease. Involve employees in these decisions as they will be key to the success of the recycling program.

Storage of the recyclable materials may be necessary until the scheduled collection day. When choosing a storage area, be sure it is easily accessible, adheres to local fire codes and is large enough. If the recycling containers need to be placed outside for collection, be sure they do not block traffic and a passerby cannot use your container as a trash receptacle.

Promoting Your Program

Continual promotion and education of employees is critical to the success of your program. Begin with a kick-off memo from upper management showing full support. Brief training sessions should follow to explain the benefits of the program, materials to be recycled and employee responsibility. New employee orientation should include the company's recycling program. Encourage employee suggestions and promote any changes through bulletin boards and paycheck inserts.



Recycling Program Checklist

- If your store is in a mall or shopping center, ask the property manager if each individual store is responsible for their own recycling program or if an overall recycling program is offered.
- Obtain management's commitment and support, both from the corporate office and from the store manager.
- Appoint a recycling coordinator for the store.
- Determine what to recycle.
- Involve employees in planning. Make it their program.
- Select a certified hauler or arrange for transport of recyclables to a certified recycling center.
- Negotiate adjustments in your waste disposal contract if possible.
- Place clearly marked collection containers in work areas and customer areas, if needed.
- Kick off your program with an official ceremony or memo from management. Continue to promote your recycling program to employees.
- Monitor and evaluate the program.



Waste Prevention

Waste prevention can save your company money through lower purchasing and disposal costs. Avoiding the generation of waste reduces the burden on disposal facilities, conserves natural resources, and often reduces pollution. Below are some waste reduction ideas for your business.

- Work with suppliers to minimize the packaging used to protect their products.
- Repair and reuse pallets or return them to your supplier.
- Donate items that are no longer needed (equipment, furniture, food, etc.) to organizations that can use or sell them.
- Offer customers waste-reducing choices, such as buying items in bulk.
- Use more durable, higher quality products and equipment.

The Importance of Buying Recycled Content Products

Purchasing products made from recycled materials is an essential part of a successful recycling program. Recycled content products are of high quality and can be competitively priced compared to virgin products. By purchasing recycled products, a market is provided which is necessary to close the recycling loop.

Think "Green"

Environmentally-responsible (or green) retailers include recycling, energy and water conservation, and waste reduction into their daily operations and purchasing practices. Advantages for "green" operations include:

- Less pollution,
- Reduced operating costs,
- Increased profitability, and
- Stronger customer loyalty/preference.

Recycle



Printed on 100% Recycled Paper