



A publication of the
Massachusetts Buy Recycled Business Alliance

Buy Recycled!

A Guide for Massachusetts Businesses



A publication of the
Massachusetts Buy Recycled Business Alliance
November, 1996

The Massachusetts Buy Recycled Business Alliance assists Massachusetts businesses in their efforts to increase their purchase of products made with recycled content. This manual is one of a series of publications produced by the Alliance. The Alliance is managed by the Center for Ecological Technology (CET) and WasteCap of Massachusetts.

For more information contact the Alliance at:

376 Boylston Street - Suite 303

Boston, MA 02116

(617) 236-7715

or

(413) 445-4556

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and the Department of Environmental Protection

Compiled and Produced by the
Center for Ecological Technology, (CET)

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NYNEX
Norton Company
Rizzo Associates
Texas Instruments - Metals & Controls Group

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Credits:

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“Buy Recycled Training Manual” Fourth Edition, 1995. The Northeast Maryland Waste Disposal
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Introduction

American Airlines
uses 100% recycled
paper, tissues, and
napkins.

Purpose of this Guide

Buy Recycled! Drawing on a variety of resources, including the experiences of Massachusetts businesses and other “Buy Recycled” programs, the Massachusetts Buy Recycled Business Alliance produced this Guide to help your company begin or expand its purchase of products with recycled content. *Buy Recycled!* outlines the benefits to buying recycled products, explains various terms and definitions that are commonly used, and provides a simple check list to guide you in purchasing recycled products.

What is the Massachusetts Buy Recycled Business Alliance?

The Massachusetts Buy Recycled Business Alliance assists Massachusetts businesses in their efforts to increase the purchase of products made with recycled content. The Alliance provides comprehensive technical assistance to help companies purchase recycled products or increase the recycled content of the products they already purchase.

The Alliance is affiliated with the National Buy Recycled Business Alliance, a program of the National Recycling Coalition. The Massachusetts Alliance provides on-going assistance to any Massachusetts business on a one-time or continuous basis; the national program provides additional information and recognition to businesses who make a formal commitment to increase their purchases of recycled materials.

We hope you will use these resources and contact the Alliance to receive materials, information or other assistance with your recycled product purchasing. Any questions about the Alliance or comments about this Guide are welcome. Please call (617) 236-7715 or (413) 445-4556 or write to:

Massachusetts Buy Recycled Business Alliance
376 Boylston Street - Suite 303
Boston, MA 02116
(fax) (617) 236-7141

What the Alliance provides:

- Suppliers Directory
- Product Research
- Supplier Referrals
- Fact Sheets
- Vendor Fair
- Resource Materials
- Direct Assistance

Why Buy Recycled?

“Buying recycled is an excellent opportunity for us to be recognized and rewarded as an environmental leader in our business community and among our customers.” **Richard Morrissey, Senior Stock Supervisor, Boston Edison.**

Most businesses want to engage in practices that make good business sense and protect the environment. You may not be aware that buying products with recycled content offers numerous benefits for your company, community and environment. This section outlines why it makes sense for your company to buy recycled products. More and more products contain recycled content. A partial list is provided on page 5.

Enhance Your Company's Image

Buying recycled is an easy step to take that demonstrates to your customers your commitment to protect the environment. If you already have an environmental program that includes efforts such as recycling or energy efficiency measures, buying recycled provides an opportunity to easily expand your efforts.

Increase Your Competitive Edge

More and more customers - individuals, government agencies, institutions and other companies - are considering recycled content in their purchasing decisions. Some are even requiring it. Your willingness to produce or use recycled content products could differentiate your company from your competition and improve your position in retail sales or a competitive bid process.

Save Money

BY BUYING RECYCLED PRODUCTS. Many recycled products provide immediate savings because they are less expensive or offer long-term savings because they are more durable. Some cost-competitive products include remanufactured toner cartridges, computer diskettes, and retread tires. Decking, marine piers, park benches and tables, manufactured from plastic lumber, are examples of durable, low maintenance products. As demand and availability increases, more and

What is a Recycled Product?

1. A product that contains a percentage of material recovered from the manufacturing process or through commercial and residential recycling programs.
2. A product that has been rebuilt or remanufactured, such as remanufactured laser toner cartridges and computer diskettes.

more recycled products will be priced competitively with the non-recycled alternative.

By Reviewing Your Purchasing Practices.

Buying recycled can prompt a review of your current purchasing practices. This fresh look can generate new ideas and potential ways to save money.

Build Communication

Your buy recycled commitment is likely to bring different departments together to discuss needs and concerns in working towards this common goal. This process can break down walls and build relationships that have a long-term positive effect.

Motivate Your Employees

Your employees will appreciate your company's efforts to protect the environment. Establishing a buy recycled effort can energize employees and foster goodwill.

Conserve Natural Resources And Energy

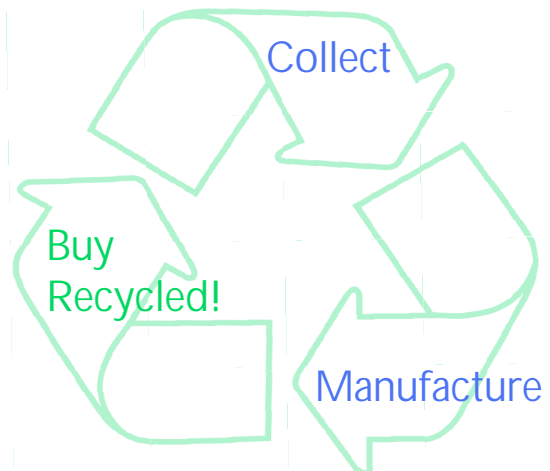
Buying recycled products can reduce our dependence on virgin raw materials and the associated waste, pollution and energy consumption incurred in the extraction and processing of raw materials. In manufacturing, recycled feedstocks often consume less energy than virgin materials and generate less pollution.

Strengthen Markets For Recyclables

Recycling does not begin and end at the recycling bin. Purchasing products with recycled content is a critical step businesses can take to create and stimulate markets for the recyclable materials collected. "Buying recycled" is key to closing the recycling loop.

"Five Years ago, Norton Company purchased sixteen park benches made from recycled plastic. Placed throughout the complex, the benches have never required any maintenance and still look new. Buying recycled makes business sense." **Bill Hazel, Recycling and Source Reduction Administrator, Norton Company, Worcester.**

Each year, steel recycling saves the energy equivalent to electrically power about 18 million homes for one year.



“Buying recycled products is a critical part of any comprehensive recycling program, because it creates the markets for these goods. The Weld-Cellucci Administration, through its commitment and leadership in this area, has helped to fuel what is now a \$600 million recycling industry employing more than 12,000 people in Massachusetts.”

Commissioner David B. Struhs, MA Department of Environmental Protection.

Create Jobs and Economic Development Opportunities

To maintain and expand recycling industries, end markets for recycled products are needed. Buying recycled products helps create these end markets.

Encourage Manufacturers To Use More Recycled Materials

In order to use recycled materials, manufacturers must make an investment both in equipment and processing techniques. To justify the investment, there must be a market for the finished recycled products. Consumers have the ability to influence manufacturers' decisions to produce recycled products by expressing an interest in buying recycled products.

According to a survey of nearly 30 U.S. and Canadian plastic lumber producers, more than 60 million pounds of scrap plastics are used annually to make plastic lumber.

“When you care enough to send the very best to your clients and friends, ‘buy recycled’.”

Rizzo's holiday card, designed by Flanders & Associates, used 100% post-consumer paper in the form of chipboard (commonly used for the backs of notepads) and was printed with soy-based ink. Margaret Carvan, Rizzo's Marketing Manager, commented, “We avoided the cost and unnecessary use of an envelope, used paper containing 100% post-consumer waste, and created a distinctive design. The unit cost for 3,500 pieces was 68 cents. This is roughly half the cost of commercially produced alternatives. When you care enough to send the very best to your clients and friends, buy recycled.” Rizzo Associates is a multi-disciplinary engineering and environmental consulting firm in Natick, MA and Enfield, CT.

Sample List of Recycled Products

Automotive

- Parking Stops
- Re-Refined Oil
- Retread Tires

Building/ Construction

- Asphalt Mix
- Decking
- Insulation
- Plastic Lumber
- Recycled Aggregate

Flooring

- Carpet
- Mats
- Ceramic Tiles
- Vinyl Tiles
- Exercise Mats
- Rubber Mats
- Gym Flooring

Janitorial/Industrial

- Plastic Bags
- Buckets
- Wiping Cloths
- Polishing Cloths
- Paper Towels
- Paint
- Napkins

Landscaping/Exterior

- Compost Bins
- Fencing
- Fertilizer
- Mulch
- Picnic Tables
- Playground Equipment
- Signs
- Woodchips

Office Supplies

- Adding Tape
- Ring Binders
- Brochures
- Business Cards
- Carbonless Forms
- Computer Paper
- Copy Paper
- Padded Envelopes
- Mailing Envelopes
- Letterhead
- File Folders
- Index Cards
- Message Pads
- Note Pads
- Scratch Pads
- Letter Trays
- Scissors
- Thermal Fax Paper
- Printing Paper
- Inkjet Cartridges
- Pens
- Pencils
- Diskettes
- Toner Cartridges

Packaging Materials

- Bubblewrap
- File Storage Boxes
- Insulated Packaging
- Cardboard Boxes
- Wrapping Tissue
- Molded Packaging
- Pallets

“Because the quality of recycled products has so dramatically improved in the last few years, we often find these “new” products to be more aesthetically pleasing than products manufactured from raw materials. Buying recycled sets an example for our employees and guests to emulate in their personal support of the environment.”

**Mary Ellen St. John,
Managing Director,
Canyon Ranch in the
Berkshires.**

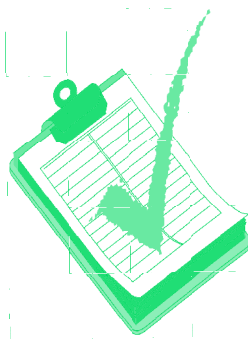
The cost of a recycled diskette may be about 20% - 40% less than virgin disks.

Portions of the material for this chapter were derived from the Buy Recycled Training Manual, Fourth Edition, Copyright 1995, Northeast Maryland Waste Disposal Authority and the United States Conference of Mayors.

Checklist to Success

BUYING RECYCLED IS EASY

1. DECIDE TO BUY RECYCLED
2. TALK TO YOUR SUPPLIERS
3. SELECT A RECYCLED PRODUCT
4. BUY IT - TRY IT.



Buying recycled is simple. With a wide range of recycled products available, many competitively priced, you will find a variety that fit your company's needs. In your exploration, you may be surprised to learn that some of your current purchases already contain recycled content. For example, metal office furniture is typically made with recycled steel and most file folders contain recycled paper.

“NYNEX has learned that it is possible to buy recycled and maintain quality and cost. But the key is gaining top management support and involvement. Using this commitment, as well as teamwork among several work groups, was critical to accomplishing our conversion to bill return envelopes made from 100% post-consumer fiber, 50% of which is old telephone directories.” **Ken Teal, Director of Environmental Issues, NYNEX Information Resources Company.**

The actions described in this section are based upon experiences that several companies reported as most helpful to their buy recycled success. Keep in mind as you read that there is no one right or wrong way to institute a company-wide buy recycled effort and these suggestions have not been placed in any specific order.

Make a Commitment

Obtain a commitment from management to purchase recycled products. Senior management support is often critical because there can be barriers or considerations (such as working with a new vendor) that will require the time and effort of the company's purchasers and users to overcome. Also, consider creating a company buy recycled policy. Experience shows that buy recycled programs operate smoother and are easier to implement when everyone understands that the company is committed to buying recycled products as a matter of policy. A sample environmental policy is provided on page 7.

Communicate

Let your employees, contractors, customers, the public, and especially your *suppliers* know about your commitment to buy recycled products. You are likely to find them very supportive of your efforts. Review the sample letter to suppliers on page 9.

Sample Environmental Policy

Courtesy of the Lenox House Hotel

Our Environmental Policy

All of us at the Lenox House Hotel are taking action to make the world a cleaner, safer place for ourselves and our children.

The creation of our comprehensive environmental campaign, along with coordinated efforts at our sister hotel, The Copley Square Hotel, demonstrates our ongoing commitment to future generations.

During the implementation of our environmental program, we will:

- Identify and take action wherever possible to reduce and recycle waste, conserve energy and water, and educate our guests, suppliers and employees about environmental concerns;
- Introduce new products and services which are safer for the environment, and for our visitors, neighbors and fellow workers;
- Maintain the high standards for which we have earned the reputation as "that charming little hotel in Boston."

We must all protect the natural resources which we rely upon so heavily for our health and well-being. Working together, we will all make a difference and leave our children a planet that will heal and flourish.

The Lenox House, Boston

“Once suppliers knew that we were interested in buying recycled, they became enthusiastic about sharing information about recycled products and helping to locate products that meet our quality and price criteria.” **Joanne Rosier, Purchasing Agent, Canyon Ranch in the Berkshires.**

Today, Mercedes Benz installs re-refined oil in every new car manufactured in Germany.

Work With Your Suppliers

Once your suppliers know about your commitment to buy recycled, you may find them very willing to help you locate recycled alternatives that meet your business’ needs. In addition to product suppliers, ask service contractors including printers, janitorial services, and maintenance contractors to use recycled products.

Learn About Recycled Products

PRODUCT AVAILABILITY. Recycled paper is not the only recycled product offered. In fact, you can find recycled products to use in just about every department or area of your business! (Refer to the sample list of recycled products on page 5.)

PRODUCT QUALITY AND PERFORMANCE. Product quality is improving continuously, and recycled products often are made to the same or similar standards as their virgin material counterparts. Users may be concerned about performance, fearing that recycled products are inferior to products made with virgin materials. Ask product manufacturers and suppliers for performance information to explore and alleviate these concerns.

You may want to begin by selecting a product with a long track record. Recycled paper products, remanufactured toner cartridges, plastic trash bags, or anti-freeze are a few examples of these products.

Boston Edison’s purchasing department established a Green Packaging Task Force, a cross-section of the utility company’s many departments including production, materials management and engineering. In its investigation of recycled products, the Task Force selected re-refined motor oil as an opportunity to explore its purchase of recycled products. Working closely with its supplier, the Task Force alleviated the transportation department’s concern about the viscosity breakdown of the re-refined oil. The end result: Boston Edison switched to re-refined oil and saves money, as the re-refined motor oil cost less than the virgin oil.

Sample Letter to Inform Your Suppliers of Your Commitment to Buying Recycled

Courtesy of Canyon Ranch in the Berkshires

Dear Supplier:

Canyon Ranch is strongly committed to preserving and protecting the environment and our natural resources. In recent years, we have engaged in a number of environmental initiatives, such as an aggressive recycling program. We have also created a company-wide "green team" which meets monthly to discuss and review our operations and make recommendations on how we can continually improve our environmental performance.

As a valued supplier, I am writing to you today to ask for your help in meeting Canyon Ranch's environmental commitment. Specifically, I wanted to inform you that Canyon Ranch is strongly committed to increasing its purchase of products made from recycled materials.

As part of that commitment, we want to review our current and future purchases to identify those that may be available with recycled content which also meet our high standards for aesthetics, performance and price. As such, we would very much appreciate it if you could keep our commitment in mind and regularly supply us with information about such products that you know are available.

Through our involvement with the Massachusetts Buy Recycled Business Alliance, we have come to learn that there are thousands of high-quality, cost-competitive recycled products now on the market today. With your help, we can gather the necessary information to best decide which of these products may make sense for us.

We look forward to continuing to work with you.

PRODUCT COST. Many recycled products are less expensive or comparably priced.

PRODUCT TERMINOLOGY. A variety of terms are used to describe the type of recycled material in a product including pre- and post-consumer, recovered, recycled, etc. Review the *Buy Recycled Terms* defined on the inside of the back cover.

Create A "Buy Recycled" Team

For larger companies, assembling a team of representatives from different departments can be valuable in implementing your buy recycled efforts. Involving purchasing staff, management and representatives of all divisions or departments adds the benefit of different perspectives.



Review Your Current Purchases

A review of your current purchases will help direct your buy recycled efforts. You may learn that a number of recycled products are already being purchased. You should also find out which products are purchased in large quantities. Consider exploring recycled alternatives for these items. Also consider increasing the recycled content of recycled products already purchased. (For example, perhaps your company's letterhead contains 10% recycled content. You may want to explore increasing the recycled content to 20% or more.)

The cost of a remanufactured toner cartridge is typically 25% - 50% less than an OEM cartridge.

Research Specific Recycled Products

Many quality recycled products are available on the market today. Once you determine which products you are interested in, you will want to review the recycled alternative to ensure that it fits your business' needs for cost, performance and availability.

TESTING A NEW PRODUCT. When in doubt about a product's performance, test samples of several brands. For example, test one or more cartons of recycled paper in copiers and printers. If users

object to recycled products, consider a blind test to help overcome biases. For example, test virgin and re-refined lubricating oils in company vehicles but do not tell the vehicle operators which type of oil is in each vehicle. To educate users, share the test results.

Review Purchasing Specifications

If your company has purchasing specifications, review them for language that restricts the purchase or use of recycled products. For example, look for wording such as “virgin only” materials or other specifications that unnecessarily place aesthetics over performance.

Set Realistic Goals

After identifying recycled products that you already purchase, set goals for increasing their recycled content and/or adding additional recycled products to the list. Make your goals time based, precise and specific. For example, “50% increase in recycled product purchases” is less specific than “By July 1, 1997, increase recycled product purchases 50% over 1995 levels.” Evaluate and adjust your buy recycled goals, as needed.

Get The Word Out!

Once your buy recycled program is established, don't hide it! Promote your program both externally to existing and potential suppliers, customers, and other businesses, and internally to employees. And don't stop with an initial promotion campaign. Promotion is part of the education process and can generate goodwill about the buy recycled program among employees, suppliers, and customers.

Evaluate Your Progress

Establish a way to document and track your recycled product purchases. Documentation may justify your buy recycled efforts and provide further motivation. Consider tracking the recycled content, types, quantities and amount spent on the purchase of recycled products. Also, track any savings and comments regarding the use of the recycled products. Document successes as well as problems. Be sure to publicize the successes.

“By working together, we can influence the market-place and make purchasing recycled products standard practice. Buying recycled is a “win-win” for all of us, the customers, businesses, community and most of all the environment; we all gain.” **Bob Grosse, Purchasing Manager, Texas Instruments, Metals and Controls Group.**

The U.S. Postal Service increased the use of retread tires by 43% in one year.

Writing Specifications



Are Your Company's purchasing specifications or policies restricting your purchase of recycled products?

Emphasize Your Commitment

Define Recycled

Establish Reasonable Standards

Review your specifications, policies and procedures closely and, using the pointers below, revise them accordingly. An inter-departmental team can be helpful in this process.

Review the Language

Look for...

... phrases that restrict the purchase of recycled content products. Examples include “virgin paper only” or “no recycled materials allowed.” Rewrite your specifications to be material neutral unless there is a legitimate performance reason for specifying virgin materials.

... requirements that are aesthetic rather than performance based. Examples include brightness and color requirements that are not critical to the function or use of the product. These requirements can unnecessarily exclude the purchase of recycled products.

Revise Your Specifications

Include a paragraph that emphasizes your interest in buying recycled products made with post-consumer content. When appropriate, state desired percentages of pre-and post-consumer materials.

Define what you mean by “recycled”. Specify the types of recovered materials that can be considered “recycled” (e.g. plastic, paper). Establish and specify minimum content standards whenever feasible. Use these definitions and standards in specifications, solicitation documents, and certification forms. The *Buy Recycled Terms* on the inside of the back cover may be useful in this process.

Talk to your suppliers to learn about reasonable standards for recycled content, quantity and delivery times. Where aesthetics may be a concern, inquire about reasonable expectations.

Build flexibility into your specifications to let manufacturers and suppliers provide substitutions. The substitution may contain higher levels of recovered materials and still meet your needs.

Based on the scope of the purchase, consider holding a pre-bid meeting to discuss proposed revisions. This meeting provides an opportunity for industry representatives to help you modify specifications and bid documents to enable recycled products to compete.

Avoid awarding bids on an all-or-none basis. Recycled product suppliers may be able to supply some, but not all, of your products.

Advertise new bid opportunities widely. Expand your bidders lists to include manufacturers of recycled products.

Build In
Flexibility

Hold A Pre-bid
Meeting

Avoid Awarding
Bids On An All-
or-None Basis

Advertise Bids
Widely

Methods of Structuring Bid Documents

- 1. Request recycled products/no preference: Ask bidders to supply recycled products where available. This indicates your interest in buying recycled and give you the opportunity to consider recycled alternatives. While this method opens up the marketplace for recycled products, it may not provide the maximum use of these products.*
- 2. Price preference: If your company provides a price preference, the bids should show:*
 - a. the definition and minimum content required for a product to be considered "recycled," and*
 - b. the price preference your company allows for the product.*
- 3. Recycled only: If adequate competition exists for a recycled product, you may want to require recycled content for a bid to be considered.*

Companies join the Alliance simply by making a commitment to increase their recycled product purchases.

No Cost To Join

Free Resource Materials

Discounts on Publications

Voluntary Commitment

National Buy Recycled

Business Alliance

What Is The Buy Recycled Business Alliance?

The *Massachusetts* Buy Recycled Business Alliance is affiliated with the *National* Buy Recycled Business Alliance, a program of the National Recycling Coalition. The National Buy Recycled Business Alliance provides additional information and recognition opportunities to companies that make a formal commitment to increase their recycled content purchases. We encourage Massachusetts companies to consider becoming members of the National program.

The Alliance was founded in 1992 by the National Recycling Coalition, a non-profit organization representing the diverse interests in recycling. From the 25 charter members in 1992, Alliance membership has grown to more than 3,000 companies nationwide.

Why Should I Join The Alliance?

By joining the Buy Recycled Business Alliance, your company can gain valuable knowledge on buying recycled products and materials. Your company can also receive recognition for its environmental efforts. There is no cost to join the Alliance and your company will receive the following free resource materials:

- A 30-page guidebook on how to implement a recycled product purchasing program in your company.
- A free subscription to the quarterly newsletter, the *Buy Recycled NewsLine*, with information on recycled products and tips on buying recycled.
- Free industry-specific guides and briefs that will save you time and resources.
- In addition, you may receive discounts on recycled product guides and publications.

How To Join The Alliance?

Joining the Alliance simply requires a company to make a voluntary commitment to increase its recycled product purchases -a move that will benefit your company *and* the environment. To make this commitment, complete the Alliance Charter on the following page and fax it to 617-236-7715 or 413-443-8123.



Charter

The National Recycling Coalition's Buy Recycled Business Alliance

We commit to buying recycled.

As a Participant in the National Recycling Coalition's Buy Recycled Campaign, we are committed to increasing the procurement of products with recycled content.

Our objectives:

- To facilitate the increased procurement in our business of products with recycled content; and
- To increase the understanding of the value, reliability and performance of products with recycled content.

We will:

- Survey our current usage of recycled content products and report to NRC; and
- Report on progress annually to NRC.

We are participating with a diverse group of businesses to demonstrate that "Buying Recycled," as part of an integrated effort, is a practical market-based solution to one of today's environmental problems.

Company: _____

Officer's Signature: _____

Date: _____

Printed Name: _____

Title: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

No. of Employees: _____ SIC Code: _____

Please return this form to: The Massachusetts Buy Recycled Business Alliance
 376 Boylston Street - Suite 303
 Boston, MA 02116
 Phone: (617) 236-7715
 Fax: (617) 236-7141 or (413) 443-8123

Appendix B Massachusetts Members

Buy Recycled Business Alliance

as of November 1996

3 Com Corporation
Alexander Bloomstein, Esq.
Alliance Book Manufacturing
Alta Resource Management Services
Alternative Resources
American Steel & Aluminum
AMPAD
Anderson & Kreiger
ATLON Laboratories, Inc.
Baird House B & B
Becton Dickinson
Berkshire Marketing Group, Inc.
Berkshire Natural Resources Council
Berkshire Plastics Network
Boston Edison Company
Boston Electronics
Boston Park Plaza Hotel & Towers
Bright Horizons
Cains Foods, Inc.
Canyon Ranch
Center for Ecological Technology
Charles River Recreation
Coldar Business Services
Colebrook Corporation
Colonial Management Associates, Inc.
Commonwealth Printing
Copley Square Hotel
Crane & Company
Crittenton Hastings House
Delta Dental Plan of Massachusetts
Dennis K. Burke, Inc.
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Dunn & Company, Inc.
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Earth Safe, Inc.
Ecotrek, Inc.
Environmental Partners
Enviroproducts Corporation
Episcopal Diocese of Massachusetts
ERC Wiping Products, Inc.
ESP Lock Products
Fenwal Safety Systems
Fuss & O'Neill, Inc.
Gannett Massachusetts Supply Co.
GE-Environmental & Facilities
Global Balance Company
Global Gourmet, Inc.
Global Trader
Globe Rubber Works, Inc.
Gorman Richardson Architects
Graphic Impact Signs, Inc.
Green Audit
H&R 1871, Inc.
Harvard Univ. -Dept. of Economics
Highland Laboratories, Inc.
Hill-Rom Company - N.E. Region
Hyde Manufacturing Company, Inc.
International Beam Welding Corp.
Ionics, Inc.
ITW Devcon
James River/Dixie Cutlery
Jiminy Peak Mt. Resort
John R. Lyman Company
Judd Paper Company
Kamel Hassan's Barn, Inc.
Katz, Murphy & Greenwald
Kimball Farms
Koehler Manufacturing
Lee Lime Corporation
Lee Plastics, Inc.
Lee V.N.A., Inc.
Manufacturing Partnership of W. MA
Mary Kraus, Architect
Mass. Water Resources Authority
Massachusetts Port Authority
Merrimac Paper Company
Micro Abrasives Corporation
Motherwear, Inc.
New England Cartographics, Inc.
New England Electric System Co.
New England Paper Company
New England Waterworks Association
North Adams State College
Norton Company
NTS Registration Services
NYNEX
Pacer Systems
Photofabrication Engineering, Inc.
PLANERGY, Inc.
Potts Design
Principle Profits Asset Management
Quality Image
Recycled Office Products, Inc.

Massachusetts Members (continued)

Recycled Paper Printing, Inc.
RecycLine
Relief Resources
Rizzo Associates
Roberts & Flint Realty
SelecTech, Inc.
Sentinel/Amersham Corporation
Share Group, Inc.
Shea's Floor Connection
Sheppard Envelope Co.
Spir-It, Inc.
Techrite Unlimited
Texas Instruments
Texas Instruments - Metals & Controls Group
Textron
The Berkshire Gas Company
The Berkshire Hilton
The Green Paint Company
The Lenox hotel
The Rockport Company, Inc.
Tighe & Bond, Inc.
TRW Fasteners Division
U.S. Postal Service - Springfield District
UnWrapped, Inc.
UT/Adaptive Optics Association
van Schouwen Associates
Varian Ion Implant Systems
Veryfine Products, Inc.
Walden Research
Whiteford Eggs
Wiltec, Inc.
Wood Recycling, Inc.
Woods Hole Oceanographic Institute
Worcester Envelope Company
WordWorks Advertising



**Recycled paint
goes through the
same quality
control as virgin
paint and can be
less expensive.**

The Executive Order signed in 1993 requires all federal purchases of uncoated printing and writing paper to contain a minimum of 20% post-consumer materials and 30% by the end of 1998.

**EPA's
Comprehensive
Procurement
Guidelines (CPG)**

**EPA's Recovered
Materials
Advisory Notice
(RMAN)**

Buy Recycled Program

The federal government, with its enormous purchasing power, has had a positive impact on the marketplace for recycled products. The US Environmental Protection Agency (EPA) provides information that can help you identify products which are readily available and cost competitive. You may want to use or exceed EPA guidelines in selecting recycled products or establishing buy recycled policies.

In 1993, President Clinton signed the Federal Acquisition, Recycling, and Waste Prevention Executive Order. The Order's main goal is to have all Executive and government agencies incorporate recycling and buying recycled as part of their daily business. Underlying goals are to promote environmentally conscious consumerism, serve as a role model for businesses and the public, create jobs, and encourage new technology and efficient use of natural resources. The Executive Order requires all federal purchases of uncoated printing and writing paper to contain a minimum of 20% post-consumer materials and 30% by the end of 1998.

In response to the Executive Order, the EPA developed Comprehensive Procurement Guidelines (CPG) that designates 19 new products (and incorporates five previously designated items) in seven product categories that procuring agencies (and government contractors that use appropriated federal funds) are required to purchase with recycled content. The agencies themselves must meet the EPA guidelines, eliminate barriers to buying recycled such as unnecessary brightness specifications for paper, set forth goals and reviews of their programs, and set up agency award programs to promote awareness.

To help agencies comply with the buy-recycled requirements, EPA has issued non-regulatory Recovered Materials Advisory Notice (RMAN). The RMAN recommends levels of recycled content for a variety of recycled products based on EPA's in-depth, current market research concerning the availability and quality of products in these categories. A select list of RMAN levels is shown on page 19.

EPA Publications

Publications on buying recycled and the Comprehensive Procurement Guidelines are available from the EPA. To order, call 1-800-424-9346 (or 800-553-7672 for the hearing impaired) from Monday through Friday, 9:00 a.m. to 6:00 p.m. EST.

EPA 1996 Buy Recycled Series provides the Recovered Materials Advisory Notice levels for the recycled product categories listed below and background information about CPG and RMAN.

Transportation Products (EPA530-F-96-011) April 1996.

Park and Recreation Products (EPA530-F-96-012) April 1996.

Non-Paper Office Products (EPA530-F-96-013) April 1996.

Paper Products (EPA530-F-96-014) June 1996.

Federal Register notices establishing the CPG (60FR 21370/EPA530-Z-95-006) and the RMAN (60FR 21386/EPA530-Z-95-007), May 1, 1995.

Transportation Products Containing Recovered Materials (EPA530-B-95-006), June 1995. Lists manufacturers and suppliers of traffic cones and barricades containing recovered materials.

EPA Issues Comprehensive Procurement Guideline (EPA530-F-95-010). This four-page fact sheet provides general information about the CPG and the development of affirmative procurement programs.

EPA's Recovered Materials Advisory Notice (RMAN) Levels for Several Product Categories:

Paper Products	Carbonless Copy Paper	20% post-consumer
	Bathroom Tissue	20-60% post-consumer
	Paper Towels	40-60% post-consumer
	Paper Napkins	30-60% post-consumer
	General Purpose Industrial Wipers	40% post-consumer
Non-Paper Office Products	Recycling Containers and Waste Receptacles:	
	Plastic	20-100% post-consumer
	Steel	25-100% recovered material
	Plastic Desktop Organizers (Polystyrene)	25-80% post-consumer
	Plastic Covered Binders	25-50% recovered material
	Plastic Trash Bags	10-100% post-consumer
Transportation Products	Traffic Cones:	
	Plastic (PVC and LDPE)	50-100% recovered material
	Crumb Rubber	50-100% recovered material
	Traffic Barricades:	
	Plastic (HPDE, LDPE, PET)	80-100% post-consumer
	Steel	80-100% post-consumer
	Fiberglass	100% recovered material
Park and Recreation Products	Playground Surfaces:	
	Plastic or Rubber	90-100% post-consumer
	Running Tracks:	
	Plastic or Rubber	90-100% post-consumer

Appendix D

From fiscal year '92 - '96, Massachusetts' purchases of recycled products grew from \$2.3 million to over \$20 million.

Dozens of recycled products are available to state agencies and political subdivisions through state price agreements.

For more information contact the Operational Services Division (617) 727-7500, Eric Friedman at ext. 351 or Marcia Deegler at ext. 356.

Massachusetts'

Buy Recycled Program

As part of the long term plan to close the recycling loop, encourage waste diversion, and promote economic development, the Commonwealth of Massachusetts is committed to increasing its purchases of recycled products. From fiscal year '92 - '96, Massachusetts' purchases of recycled products grew from \$2.3 million to over \$20 million. Dozens of recycled products are available to state agencies and political subdivisions through state price agreements, including:

- 20% post-consumer copy paper
- computer paper
- recycled anti-freeze
- printing paper
- various office supplies
- recycling set out containers
- remanufactured office panels
- remanufactured toner cartridges
- plastic bags
- cardboard boxes
- re-refined oil
- compost bins
- paper towels
- toilet paper
- traffic cones
- napkins

By the Spring of 1996, statewide contracts for copy, computer, and printing paper, and envelopes required the purchase of paper with a minimum of 20% post-consumer recycled content.

The state's buy recycled program, coordinated by the MA Operational Services Division and funded by the Executive Office of Environmental Affairs and Department of Environmental Protection, provides agencies and political subdivisions with a number of free resources and services. These include **presentations and workshops, recycled fact sheets, a recycled products guide to state contracts (updated every six months), vendor and product information, assistance in identifying suppliers of recycled products and preparing specifications, an annual Buy Recycled Vendor Fair and Conference, and an environmental page on the Internet (Massachusetts home page).**

For more information about the state's buy recycled efforts or to receive assistance, please contact the Operational Services Division (617) 727-7500, Eric Friedman at ext. 351 or Marcia Deegler at ext. 356.

Buy Recycled Terms

Various terms are used in marketing a product that contains recycled materials. Below are definitions of the most common terms used.

Recycled

Recycled simply means that a product contains some recovered materials. Be aware that “recycled” does not mean that a product contains 100% recovered materials. Nor does it always mean that a product contains post-consumer materials.

Recovered Materials

Recovered Materials is a broad term referring to materials diverted from the waste stream to be used in the manufacturing process. Recovered does not differentiate between post-consumer or pre-consumer recovered materials.

Recyclable

Recyclable means “able to recycle.” A material is only *recyclable* if you can recycle it in your business or local community’s recycling program.

Post-Consumer Materials

Post-consumer materials are materials that have been purchased, used, and collected in recycling programs whether curb-side or office. Examples of post-consumer materials include, office paper, glass bottles, steel cans, corrugated cardboard boxes.

Pre-Consumer Materials

Pre-Consumer materials (also known as *Post Industrial*) are generated by manufacturers and product converters. Instead of being trashed, materials such as trimmings, damaged or obsolete products, or overruns are collected and incorporated into a manufacturing process. Many textile, plastic and paper products frequently contain pre-consumer materials.

Furniture - Pens - Rulers - Diskettes - Computer Paper - Pencils - Calendars - Envelopes - Letterhead - Retread Tires - Re-refined Oil - Plastic Lumber - Fax Paper - Wiping Cloths - Fences - Message Pads - Carpets - Paper Towels - Copy Paper - Note Pads - Tiles - Cardboard Boxes - Binders - Fabric - Fenders - Traffic Cones - Carbonless Forms - Push Pins - Pens - Waste Baskets - Mats - Mulch - Signs - Printing Paper - Report Covers - Park Benches - Scissors - Bubblewrap - Kraft Paper - Toilet Tissue - Insulation - Plastic Bags - Napkins - Carpet Underlay - Decking - Drawing Paper - Register Tape - Backpacks - Vinyl Flooring - Serving Trays - Mugs - Piping - T-Shirts - Pallets - Labels - Bumpers - Antifreeze - Greeting Cards - File Storage Boxes - Animal Bedding - Cloth Bags - Traffic/Safety Barricades - Paperboard - Compost - Exercise Mats - Laser Toner Cartridges - Mailing Envelopes - Ceramic Tiles - Food Wrapping - Silverware - Business Cards - Inkjet Cartridges - Compost Bins - File Folders - Packaging Materials - Asphalt Mix - Benches

**What
Recycled Products
Can I Buy?**