Section 6: Close the Loop!
Buy Recycled

As every business person knows, success is a function of consumer interest in your product or service.

The recycled product manufacturing industry has grown by leaps and bounds due to an ever-growing supply of recyclable material and demand for recycled-content products. As demand has grown, the variety of these products has expanded, while the cost to consumers has declined.

Why Buy Recycled?

In Montgomery County, businesses generate more than half of all of the waste generated in the County. The County requires businesses to recycle in order to minimize the amount of waste going to disposal facilities.

In order to keep recycling viable, businesses need to progress beyond recycling by buying recycled-content products. This step is known as “closing the loop”; in effect, completing the recycling process.

Buying recycled-content products ensures there are markets for goods that contain recycled materials. When your business buys recycled, it helps ensure the success of Montgomery County’s recycling program.

By buying recycled-content products, you also help create long-term, stable markets for recyclable materials, which ultimately drives down the consumer prices of these goods. Today, many recycled-content products already cost less than their counterparts made of virgin materials.

The manufacture of products from recycled materials also reduces our dependence on virgin raw materials and often saves energy over virgin manufacturing processes. It can also reduce air and water pollution.

Buying recycled could also make a difference in how your customers and clients see you. Many businesses now are demanding recycled-content products from their vendors. Some consultants are finding buy-recycled clauses in their clients’ contracts.

Finally, buying recycled may save your business money because it can reduce your procurement costs over the long term.
Who Buys Recycled?

Buying recycled not only sounds good in theory, but is working in practice—both in Montgomery County and throughout the country.

The Calvert Group in Bethesda established a buy-recycled policy in 1990, although the company actually began buying recycled in 1982. The Calvert Group’s vendors know about this policy, and provide Calvert Group with a range of products to suit its needs. One vendor even held a buy-recycled show for Calvert Group employees, so they could see and learn about the variety of recycled-content products on the market.

The Montgomery County Department of Parks purchases a variety of recycled-content office supplies like paper, paper products and toner cartridges. In addition, it has purchased carpeting, landscape timbers and park benches made with recycled content.

The U.S. Government has created the largest buy-recycled program in the country. These programs benefit all businesses, not only because they are excellent models of buy-recycled programs that work, but because their size has helped drive the price of recycled-content products down for everyone. Within the U.S. Government, all agencies must establish buy-recycled programs. The U.S. Environmental Protection Agency (EPA) developed guidelines for the purchase of recycled paper products, re-refined lubricating oil, retread tires, building insulation products, and concrete and cement containing fly ash.

How To Buy Recycled

Establish a Policy

The first step to setting up a buy-recycled program is to establish a buy-recycled policy for your business. It will lay the groundwork for all your purchases. Your policy can include all or some of the following elements:

• a general preference for recycled products
• a price preference, whereby your business is willing to pay a higher price (such as 5 or 10 percent or greater) for recycled paper or recycled products
• a set-aside or goal where a certain percentage of total purchases must have recycled content

Pre-consumer vs. Post-consumer: What’s the Difference?

These two terms are used to indicate the source of recycled material that goes into recycled content-products.

Pre-consumer material is generated by industry during production processes.

Post-consumer waste is generated by customers and separated from the waste stream for recycling.

Examples of pre-consumer materials include materials generated by converting rolls of paper into envelopes, unsold newspapers and magazines, and plastic materials generated during
production and not used by final consumers. Most industries already recover and use a large percentage of pre-consumer waste because it tends to be cleaner, easier to use and higher in value. In the paper industry, nearly 90 percent of pre-consumer waste is already recovered by manufacturers and therefore does not enter into the solid waste stream.

Post-consumer materials would generally end up being disposed of if they are not recycled. Therefore, purchases of recycled products must emphasize the use of post-consumer materials in order to create markets for these materials.

To be successful, everyone must subscribe to and play a role in enforcing the policy. Management should establish the policy and evaluate it for changes when necessary. Purchasing agents and buyers must integrate the policy into their procurement practices and procedures, and monitor recycled products for their effectiveness. Other staff can play a role by specifying use of recycled products in bids, publicizing the buy-recycled policy and providing feedback on successes (and failures) of recycled products.

Research the Market

Buying recycled may be a brand-new concept for your business. Like anything new, it will require you to do a little research to determine what is right for you. There are three considerations to keep in mind when shopping for recycled goods—availability, quality and cost. Examine these issues before making a purchase.

Availability—When the first Official Recycled Products Guide was published in 1989, it listed 170 manufacturers and vendors of recycled products. Four years later, the same publication contained more than 4,500 listings. The availability and variety of products has increased dramatically. However, many buyers are still not aware of how much the marketplace for recycled goods has changed.

The first place to look for information is from your current vendors. They are familiar with your business and should know your needs. If they can’t help you, ask around within your industry or read trade journals—many of these have published helpful information about buying recycled.

Quality—Don’t be put off by the outdated notion that recycled products are inferior. In the past, some recycled products did compare unfavorably to products made from new materials. But increased demand and major changes in technology have resulted in improved products that are competitive in quality with virgin goods.

Cost—Another mistake is to assume that recycled products are more expensive than equivalent virgin products. In fact, some recycled products are already less expensive than their virgin counterparts. Comparison shopping, bulk purchases, competitive bid processes and calculating the life-cycle cost of a product are the best ways to control costs. Look around for vendors that are willing to help you find the products you want.
**Require Contractors To Use Recycled Products**

Many of the products and services your business obtains are secured through contractual arrangements and grant agreements. These provide an excellent opportunity to expand your buying power by encouraging outside contractors to use recycled products in their service to you. For example, you can require printers to use recycled paper and nontoxic inks for all printing jobs.

You can also request that any organization doing business with you use recycled products.

**Purchase Cooperatively To Reduce Costs**

If some recycled-content products are beyond your buy-recycled policy’s limit, consider purchasing them through cooperative arrangements with other businesses. Cooperative purchasing is a system by which similar businesses save money by pooling their purchases into a single bid instead of buying products individually.

Cooperative purchasing is an old concept that has a new application: purchasing recycled products. Cooperative purchasing may sacrifice a bit of your purchasing authority, but offers many benefits:

- lower unit costs
- increased volume of recycled purchases
- increased availability of recycled products
- increased buying-recycled participation among more businesses

Businesses which participate in cooperative purchasing arrangements buy off the same contract, so definitions, percentages and standards are the same. This allows manufacturers to produce these items in larger quantities as regular stock items rather than as specialty items.

**Evaluate What Products Your Business Can Use**

The paper industry was one of the first to market its products as containing recycled content, so most early buy-recycled efforts concentrated on procuring recycled paper, especially printing and writing papers. However, many of today’s office products are available with recycled content, so your recycled-content purchases conceivably could reach to all aspects of your business.

*To determine which products fit your business needs, follow these three steps:*

1. Review current purchases to determine which recycled products are already being purchased.
2. Examine product specifications to determine if the maximum amount of recycled materials (and post-consumer waste) is being requested.
3. Examine product and contract lists to determine where you can substitute recycled products for virgin products or include recycled products in future bids. The following list will give you a good idea of the range of recycled-content products currently on the market.

   4.
Office products
- printing and writing papers
- tissue and towel products
- trash can liners
- office supplies (bulletin boards, calendars, folders, letter openers, note holders and trays, pens, pencils, push pins, rulers, scissors)
- trash and recycling containers
- refurbished office equipment
- recycled toner cartridges
- packaging material
- furniture
- carpet

Vehicle fleets
- re-refined oil
- recycled antifreeze
- retread tires
- auto parts
- solvents

Construction products
- building insulation
- compost/mulch
- cement and concrete containing fly ash
- wallboard
- plastic (partitions, decking, fences/posts, parking stops and drain pipe)

Transportation products
- plastics (a-frames, fences, guardrail, posts, traffic cones, etc.)
- compost/mulch along roadsides
- asphalt (rubberized asphalt/glassphalt)
- benches (bus stops, etc.)

Recreation and parks
- plastic lumber (benches, picnic tables, playgrounds, etc.)
- compost/mulch

Other products
- absorbents
- bags (paper and plastic)
- yard waste containers
- curbside collection containers
- clothing and industrial rags
- food service containers (paper and plastic)
- paper and plastic pallets
- flooring
- mats (plastic and rubber)
- animal bedding
- packaging materials
- shower dividers/toilet/partitions/wall panels
- industrial wipers (paper)
- urinal screens

Where Can I Get More Information and Assistance?
Maryland Environmental Service (MES) has developed a Buy Recycled Training Manual and training program designed to assist businesses in expanding their buy recycled programs. The Manual is a comprehensive, instructional guide designed to teach agencies how to set up programs to buy recycled products.
This manual includes information on the importance of buying recycled products; legislation and content standards (including information on the federal Executive Order); writing specifications; testing products; purchasing options such as cooperative purchasing, closed loop recycling and indirect purchases; waste reduction; and record keeping and evaluation. It also includes an appendix of information on recycled products and standards and information on recycled product suppliers in Maryland. Several sections of this chapter were excerpted from the Manual. MES also has developed a one day training program for businesses that discusses the topics described above and includes interactive exercises such as listing the key elements in a specification for recycled products.

For additional information contact MES at (410) 729-8531.

**When Should I Publicize My Buy-Recycled Effort?**

Continually. Mention your buy-recycled program in reports and send out news releases about how many recycled products are purchased, how much money is spent and what the products are. The publicity is good for your business and it will encourage other businesses to develop similar programs.

**How To Keep Track of Your Program**

As you implement your program to buy recycled products, establish a record-keeping and evaluation system. It will help you monitor the success of the program, allow you to publicize your efforts and exchange information with other businesses.

Set up a system to designate each recycled product in your purchasing reports (a separate code number or other distinction will suffice). The following work sheet outlines the information you will need for your records.
**Work Sheet for Recycled Product Purchases**

Product or Service Purchased

___________________________________________________________________________

Number of Units Requested

Contract Number ___________________________ Duration of Contract ______________

Buyer ____________________________________________

Using Department ____________________________________________

Percentage and definition or recycled content requested in bid

Pre-consumer ______% Post-consumer ______% Total recycled content ______%

Bidders (circle successful bidder)

<table>
<thead>
<tr>
<th>Bidder</th>
<th>Pre-consumer</th>
<th>Post-consume</th>
<th>Total</th>
<th>Price</th>
</tr>
</thead>
<tbody>
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<td>1.</td>
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</tbody>
</table>

Price Preference Paid (if any) __________________________________________

Was this a cooperative purchase? __________________________ If yes, list participants below:

___________________________________________________________________________

___________________________________________________________________________

Total dollars/units purchased (vendors should be required to provide information on actual usage)

___________________________________________________________________________

___________________________________________________________________________

Was there any good or bad feedback from users?

___________________________________________________________________________

___________________________________________________________________________
This SORRT Resource List identifies companies that sell recycled paper, paper products, and other products that contain recycled material. Montgomery County has compiled this listing through various sources and does not present it as a complete directory of all vendors that service Montgomery County, nor offer it as an endorsement of any of the companies.

IF YOU’RE NOT BUYING RECYCLED, YOU’RE NOT FULLY RECYCLING. FULLY CLOSE THE RECYCLING LOOP. One factor influencing the stability and long-term success of recycling programs is the market condition for recyclable materials. If there is strong demand for products and materials manufactured from recyclables, then there is a constant need for greater supply of recycled feedstock. This situation then helps to ensure that there are viable markets for the materials which you separate from the trash and recycle. Therefore, it is vital to keep up (and even increase) demand for recycled products and materials; your organization helps to increase this critical demand.

“BUY RECYCLED” Support recycling by purchasing recycled items. Quality and variety of products are improving. Pricing is, in many instances, comparable to pricing for virgin materials. Recycled paper varieties include – colored paper, white office paper, computer paper, card stock, envelopes, bathroom tissue, and hand towels. When ordering, ask for paper made from the highest percentage of recycled content material, preferably post-consumer.

For additional information on purchasing recycled products, see the Montgomery County Business Recycling Handbook, Section 6: Close the Loop! Buy Recycled, or contact the Montgomery County Business Recycling Program at 3-1-1 or (240) 777-0311.
RECYCLED PRODUCTS GUIDE

ABC Box Co.
1330 Nanticoke Street
Baltimore, MD 21230
(410) 752-4535
Fax (410) 752-2697
www.abcboxes.com
Recycling storage containers; cardboard boxes.

ABC Supply
3404 Kenilworth Avenue
Hyattsville, MD 20781
(301) 277-7711
Fax (301) 699-9341
Offers recycled-content building supplies.

AJ Stationers, Inc.
6675 Business Pkwy.
Elkridge, MD 21075
(410) 360-4900
www.ajstationers.com
Recycled paper office supplies.

American Laser, Inc.
4805 Frolich Lane
Hyattsville, MD 20781
(301) 887-0820
Fax (301) 864-1565
Re-manufactured toner cartridges.

Amicus Green Building Center
4080A Howard Avenue
Kensington, MD 20895-2465
(301) 571-8590 or
(866) 587-9140
Fax (301) 571-8597
www.amicusgreen.com
Offers recycled-content and environmentally friendly products.

Carpel Video
429 E. Patrick Street
Frederick, MD 21701
(800) 238-4300 or
(301) 694-3500
Fax (301) 694-9510
www.carpelvideo.com
Recycled videotapes.

Cartridge Technologies, Inc.
15738 Crabbs Branch Way
Rockville, MD 20855
(301) 417-7202
Fax (301) 417-7204
www.ctimd.com
Re-manufactured toner cartridges

Clean Earth
1469 Oak Ridge Place
Hagerstown, MD 21740
(301) 791-6220
Fax (301) 791-6044
www.cleanearthinc.com
Sells recycled aggregate materials and recycled crushed materials.

ECOS
11150 Hope Street
Cypress, CA 90630
(800) 335-ECOS
www.ecos.com
Recycled-content paper products
Emanuel Tire Co.
1300 Moreland Avenue
Baltimore, MD 21216
(410) 947-0725
Fax (410) 947-0660
www.emanueltire.com
Supplier to tire retreading business.

EnviroSmart
600 Montour Drive
Richmond, VA 23236
(804) 272-3281
Fax (804) 272-3281
www.envirosmart.org
Re-manufactured toner cartridges

Federal Hill Office Supply
1022 S. Charles Street
Baltimore, MD 21230
(410) 727-0111
Fax (410) 727-1374
Recycled printing papers; office supplies; re-manufactured toner cartridges.

Frank Parson Paper, Inc.
1300 Mercedes Drive
Hanover, MD 21076
(301) 386-4700
Fax (301) 773-8062
www.frankparsons.com
Recycled paper products; re-manufactured toner cartridges; offers pick-up and recycling of empty cartridges.

Gerstel Office Furniture, Inc.
584 N. Frederick Avenue
Gaithersburg, MD 20877
(301) 840-5395
Fax (301) 840-5643
www.gerstelofficefurniture.com
High quality used, recycled, re-manufactured furniture.

GreenLine Paper Company, Inc.
631 S Pine Street
York, PA 17403
(800) 641-1117
www.greenlinepaper.com
Recycled-content and tree-free papers

The Green Office
PO Box 225115
San Francisco, CA 94122
(800) 909-9750
Fax (866) 678-5056
www.thegreenoffice.com

Habitat for Humanity ReStore
1029 E Gude Dr.,
Rockville, MD 20850
(301) 947-3304
Fax (301) 990-7536
Reused building materials.

The Loading Dock
2 North Kresson St.
Baltimore, MD 21224
(410) 558-3625
Fax (410) 558-1888
www.loadingdock.org
Reused building materials and some appliances.
Recycled Products Guide (continued)

**Metro Maryland HFH ReStore**  
12006 B Plum Orch Drive  
Silver Spring, MD 20904  
(301) 947-3304  
Reused building materials.

**Mid-Atlantic Waste Systems**  
10641 Cordova Road  
Easton, MD 21601  
(877) 426-6112 or  
(410) 820-7188  
www.midatlanticwaste.com  
Specializes in compactors.

**Neenah Paper, Inc.**  
3460 Preston Ridge Road  
Suite 600  
Alpharetta, GA 30005  
(678) 566-6500  
www.neenahpaper.com  
Recycled-content paper products

**New Leaf Paper**  
1220 Oakland Blvd., #350  
Walnut Creek, CA 94596  
(888) 989-5323  
Fax (415) 291-9353  
Recycled-content office products.

**Office Depot Business Solutions Division**  
(888) 263-3423 or  
(800) 269-6888  
www.officedepot.com  
Offers a variety of recycled-content office products.

**The Paper Mill Store**  
(800) 790-8767  
www.thepapermillstore.com  
Recycled-content paper and other paper products

**Planet Green**  
20724 Lassen Street  
Chatsworth, CA 91311  
(800) 377-1093  
Fax (818) 772-0816  
www.planetgreenrecycle.com  
Remanufacturer and recycler of inkjet cartridges and cell phones.  
*Items can be mailed to their recycling facility.*

**Recycled Products Cooperative**  
386 N. Coast Hwy 101  
Encinitas, CA 92024  
(760) 802-5690  
www.recycledproducts.org  
Recycled-content paper products

**S. Freedman & Sons, Inc.**  
P.O. Box 1418 3322 Pennsy Drive  
Landover, MD 20785  
(800) 845-7277 or  
(301) 322-5000  
Fax (301) 772-7563  
www.sfreedman.com  
Recycled paper; plastic containers; janitorial/cleaning equipment.
RECYCLED PRODUCTS GUIDE (continued)

Staples Advantage
7021 Dorsey Rd.
Hanover, MD 21076
(800) 828-9949
www.staplesadvantage.com
Sells recycled office supply products; furniture; remanufactured toner cartridges

TriMark Adams-Burch Co.
1901 Stanford Court
Landover, MD 20785
(800) 347-8093 or
(301) 276-2000
www.adams-burch.com
Restaurant supply company that offers recycling containers and recycled-content paper products.

Treecycle
22808 SW Forest Creek Drive #102
Sherwood, OR 97140
(406) 550-3116
Fax (503) 217-7333
www.treecycle.com
Recycled-content paper and food service products

Unisource
8261 Preston Court
Jessup, MD 20794
(800) 344-5522 or
(410) 792-8069
Fax (410) 792-8059
www.unisource.com
Recycled papers.
RECYCLED PRODUCT SUPPLIERS

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RECYCLED PRODUCT SUPPLIERS

Codes: 1) Office Paper, 2) Office Supplies, 3) Custodial Papers, 4) Cardboard Boxes

RECYCLED PAPER PRODUCTS

ABC Box Company
1135 Leadenhall Street
Baltimore, MD 21230
(410) 752-4635
Fax (410) 752-2697
www.abcboxes.com
www.supereaglessupply.com
Code: 4

Alfa Products
8229 Sandy Court
Savage, MD 20763
(410) 792-2633
Fax (410) 792-8089
www.acmepaper.com
Recycled paper and special products printing.

Blind Industries and Services of Maryland
3345 Washington Boulevard
Baltimore, MD 21227
(888) 322-4567 or
(410) 737-2600
Fax (410) 737-2665
www.bism.org
Code: 1 (recycled paper pads), 2

CANUSA Corp.
1532 Thames Street
Baltimore, MD 21231
(410) 522-0110
www.canusacorp.com
Code: 1 (paper broker, recyclable commodities)

Frank Parson Paper, Inc.
2270 Beaver Road
Landover, MD 20785
(301) 386-4700
Fax (301) 773-8062
www.frankparson.com
Codes: 1, 2

Neenah Paper, Inc.
3460 Preston Ridge Road
Suite 600
Alpharetta, GA 30005
(678) 566-6500
www.neenahpaper.com
Codes: 1, 2

New Leaf Paper
1220 Oakland Blvd., #350
Walnut Creek, CA 94596
(888) 989-5323
Fax (415) 291-9353
www.newleafpaper.com/
Codes: 1, 3

Office Depot
Business Solutions Division
(888) 263-3423 or
(800) 269-6888
www.officedepot.com
Codes: 1-4
RECYCLED PRODUCT SUPPLIERS (continued)
Codes: 1) Office Paper, 2) Office Supplies, 3) Custodial Papers, 4) Cardboard Boxes

The Paper Mill Store
(800) 790-8767
www.thepapermillstore.com
Codes: 1-4

Recycled Products Cooperative
386 N. Coast Hwy 101
Encinitas, CA 92024
(760) 802-5690
www.recycledproducts.org

Staples Advantage
7021 Dorsey Rd.
Hanover, MD 21076
(800) 828-9949
www.staplesadvantage.com
Codes: 1, 2

TreeCycle
22808 SW Forest Creek Drive #102
Sherwood, OR 97140
(406) 550-3116
Fax (503)-217-7333
www.treecycle.com
Codes: 1–3

Veritiv Express
13201 Mid Atlantic Boulevard
Suite 200
Laurel, MD 20708
(301) 317-0524
Fax (301) 317-0528
Codes: 1–4

OTHER RECYCLED PRODUCTS

ANTIFREEZE
Multi-Parts and Services Inc.
5647 Belle Grove Road
Baltimore, MD 21225
(410) 636-1221
Fax (410) 636-2221
www.multi-parts.com
Antifreeze recycling equipment.

BUILDING MATERIALS
A&M Supply Corporation
9821 Fallard Court
Upper Marlboro, MD 20772
(703) 256-5800 or (800) 733-8480
Fax (703) 642-0032
www.marketing.a-msupply.com
Distributes homosote and MDF fiberboards and recycled decking material (Trex®).

ALTERNATIVE LUMBER PRODUCTS
Fisher Lumber
525 E. Gude Drive
Rockville, MD 20850
(301) 424-6500
Fax (301) 424-8864
www.fisherlumber.com
Distributes decking material (Trex®).
RECYCLED PRODUCT SUPPLIERS (continued)

Codes: 1) Office Paper, 2) Office Supplies, 3) Custodial Papers, 4) Cardboard Boxes

Sheets Wholesale
430 Mill Street
Vienna, VA 22180
(703) 938-9110
Fax (703) 938-2673
Specializes in Trex® decking.

T.W. Perry Enterprises
8131 Snouffer School Road
Gaithersburg, MD 20879
(301) 840-9600
Fax (301) 670-6200
www.twperry.com
Specializes in Trex® decking.