

US EPA ARCHIVE DOCUMENT



February 2002

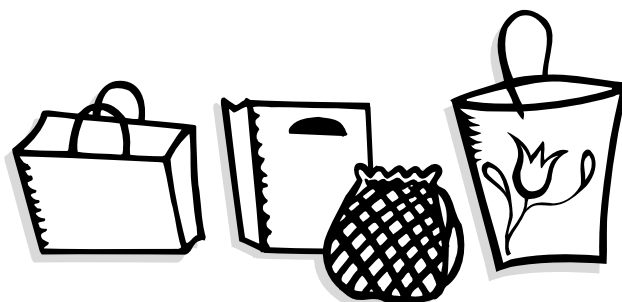
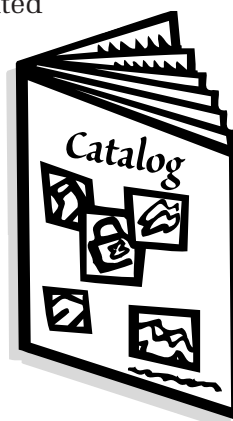
Doing What it Takes to be WasteWise

From reducing transport packaging to limiting direct mailings, the retail and direct sales industry has a wealth of waste reduction opportunities. Below is a sampling of the commitments and achievements of WasteWise partners in this industry. These types of activities also can help your company reduce waste and cut costs. For more information or to enroll your company in WasteWise, call **800 EPAWISE (372-9473)** or visit our home page at [www.epa.gov/wastewise].

Waste Prevention

The cornerstone of WasteWise, waste prevention means using less material to do the same job, cutting waste before recycling. Regardless of industry sector, everyone can take advantage of general waste prevention goals, such as double-sided copying, packaging reduction, or switching to reusable supplies. Some WasteWise partners in the retail and direct sales industry have gone beyond the basics and implemented activities that target industry-specific waste materials. The following is a sampling of these goals:

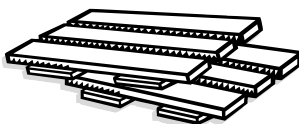
- ❖ Switch to lighter weight coated paper for catalogs.
- ❖ Purge direct mailing lists to limit number of mailings.
- ❖ Utilize Electronic Data Interchange (EDI) to reduce paper forms and invoices.
- ❖ Eliminate paper training manuals for new employees and install computer-based learning centers.
- ❖ Eliminate envelopes and use self-mailers made with recycled content.
- ❖ Replace wooden pallets with reusable plastic or paper pallets.
- ❖ Reuse incoming corrugated boxes and packaging materials for outgoing shipments.
- ❖ Work with suppliers to reduce product packaging for product lines; implement bulk packaging for clothing.
- ❖ Give customers bag or no bag option.



Recycling Collection

WasteWise partners commit to initiating, expanding, or improving company programs to collect recyclables. In some cases, companies add new materials to an existing program, or they increase effectiveness through activities such as employee education or community outreach. WasteWise partners in the retail and direct sales industry have set these goals:

- ❖ Recycle plastic strapping.
- ❖ Recycle fiber cores used for shipping paper rolls.
- ❖ Recycle polystyrene packaging peanuts.
- ❖ Recycle wooden pallets.
- ❖ Collect customer plastic bags for recycling.



Buying or Manufacturing Recycled Products

WasteWise partners commit to increasing the overall recycled content in the products they purchase. WasteWise partners that are manufacturers can either increase the percentage of postconsumer content in the products they make or increase the recycled content in the products they purchase. Buy-recycled activities of WasteWise partners in the retail and direct sales industry include:

- ❖ Develop a prototype pressed paper-board pallet made from 100 percent recycled

mixed paper.

- ❖ Purchase customer plastic bags with recycled content.
- ❖ Print monthly circulars on paper with recycled content.
- ❖ Use building materials, such as floor tiles, with recycled content.



WasteWise Partners in the Retail and Direct Sales Industry

2nd Look Books
AM Direct Inc.
Bass Pro Shops
City Market
Cole-Parmer Instrument Company
Creative Agricultural Packaging, Inc.
Direct Marketing Association, Inc.
Ecolinx
Evelyn Hill Inc.
Fingerhut Corp.
Fresh Fields - Whole Foods Market
Gold Mine Natural Food Co.
Green Earth Office Supply
GREEN LINE
Environmental Products
Hill-Rom Company
HPC & Promotion Management
Institute of Packaging Professionals
K.V. Mart Co.
Knight's Limited
Lawn & Leaf Service/The Organic Garden
Mailer's Choice
Minnesota Retail Merchants Association

Names in the News
National Retail Federation
Network Office
Clearinghouse, Inc.
Neutron Industries, Inc.
Nortex Drug Distributors
North Business & Industrial Council (NORBIC)
OmniDesign
Phillips-Van Heusen Corp.
Quality Business Solutions
RealEco.com
Recycle101
Recycled Office Products Company
Rivertown Trading Company
Roma B.C. Inc.
Servco Products, Inc.
Siegel Display Products
Target Stores
Triplex Direct Marketing Corp.
Walser's
Washington Retail Association
West Marine, Inc.
William F. Joffroy, Inc.
WorldWise, Inc.

As of February 1, 2002

Sample Partner Achievements

- ❖ **Target Stores** uses an electronic paperless system to communicate sales and inventory reports, stock data, purchase orders, invoices, and other information to over 5,000 vendors. The company also developed a closed-loop reuse program for hangers. More than 455 million hangers move through the program in reusable storage boxes that average 5 round trips before they are damaged beyond repair. Broken hangers are ground and remanufactured into new products.
- ❖ **Evelyn Hill**, a concessionaire at the Statue of Liberty, developed a closed-loop system for its number one plastic recyclables, working with a manufacturer to turn the used plastic into souvenir Statue of Liberty tote bags. Evelyn Hill also worked with suppliers to eliminate excess packaging. For example, Haagen-Dazs repackaged its ice cream for the company, preventing 7,300 pounds of cardboard waste in 2000.
- ❖ **Bass Pro Shops** reuse materials from renovations of existing and new stores. Materials that cannot be reused are donated to non-profit organizations.