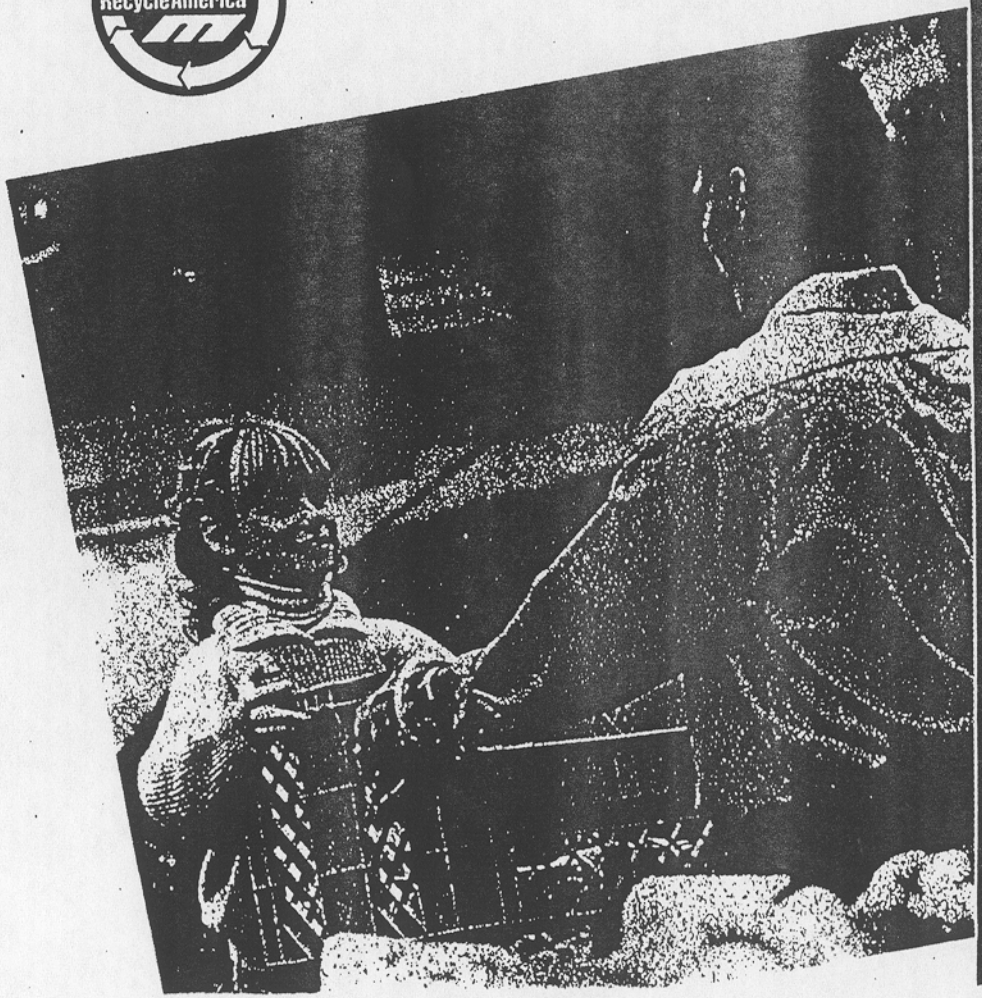
# APPENDIX D.

Sampling of Educational materials Distributed by Private Collections Companies.

# AMERICA TURNS TO RECYCLING

RecycleAmerica



# AMERICA TURNS TO RECYCLING

America is facing up to its garbage problems.

As a nation, we generate more trash than any other country in the world—approximately 160 million tons per year of residential and commercial solid waste. In fact, each and every one of us disposes of approximately three to four pounds of trash per day. No wonder the problems are beginning to pile up!

There's good news, though.

While each of us is part of the problem, we also can make an impact on the solution. How? By making a commitment to reducing our individual contributions to the mounting garbage heap. By making a commitment to recycling.

# A BETTER SOLUTION

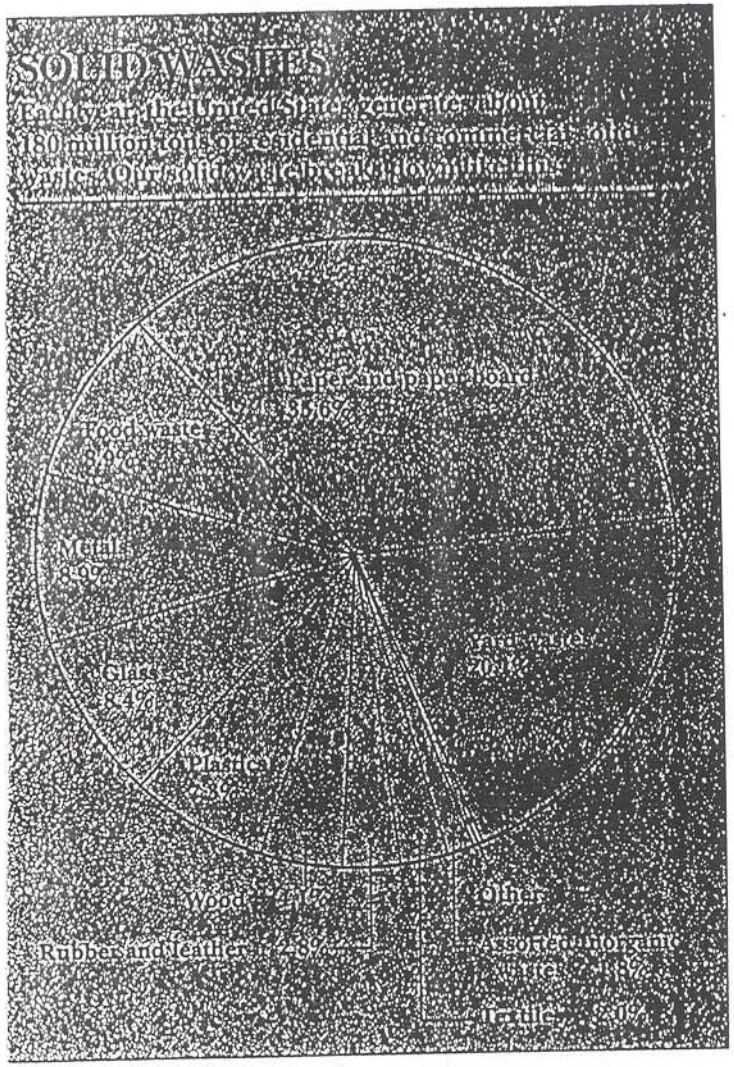
Until now, most solid waste—approximately 80 percent—has been buried in landfills across the country. The trouble is, our landfills are slowly filling up, and new landfills and waste-to-energy incinerators have become increasingly difficult to develop.

And the garbage keeps growing.

Recycling can be part of the comprehensive solution that is needed if America is to continue to enjoy a clean, safe environment.

Waste Management, Inc., the country's largest curbside recycler and largest provider of collection, processing and disposal of solid waste, is committed to helping America solve its garbage problem through a comprehensive waste reduction plan.

# VHAT'S RECYCLABLE?




When most of us think of recycling, we immediately think of paper. But simple trash can become the "natural resource" needed to produce a whole list of useful new products.

| | |
|---|---|
| Paper | Paper makes up 36 percent of all solid waste—approximately 50 million tons annually. It can be used to create cereal boxes, writing pad bases, wall board, newsprint, corrugated containers and tissue paper. |
| Aluminum Cans | Experts predict we'll dispose of 1 million tons of all aluminum beverage cans by the year 2000. Since the bauxite required for aluminum is imported, recycling cans allows the U.S. to become more self-sufficient. In most cases, recycled aluminum is used to produce new cans. |
| Steel Cans | We disposed of more than 2.5 million tons of steel cans in 1988. Recycling steel cans is increasing. Tin—an expensive, imported component in most steel cans—is separated from the steel and resold. Recycled steel cans are used to make new steel for manufacturing, and the tin removed from the outer coating of the cans is used to make new tin products. |
| Glass Bottles | Glass makes up approximately 8 percent of our waste. Currently, more than 12 million tons of glass containers are collected annually and remelted with raw materials to create new glass bottles and jars or fiberglass. |

# RECYCLE NOW—FOR THE FUTURE

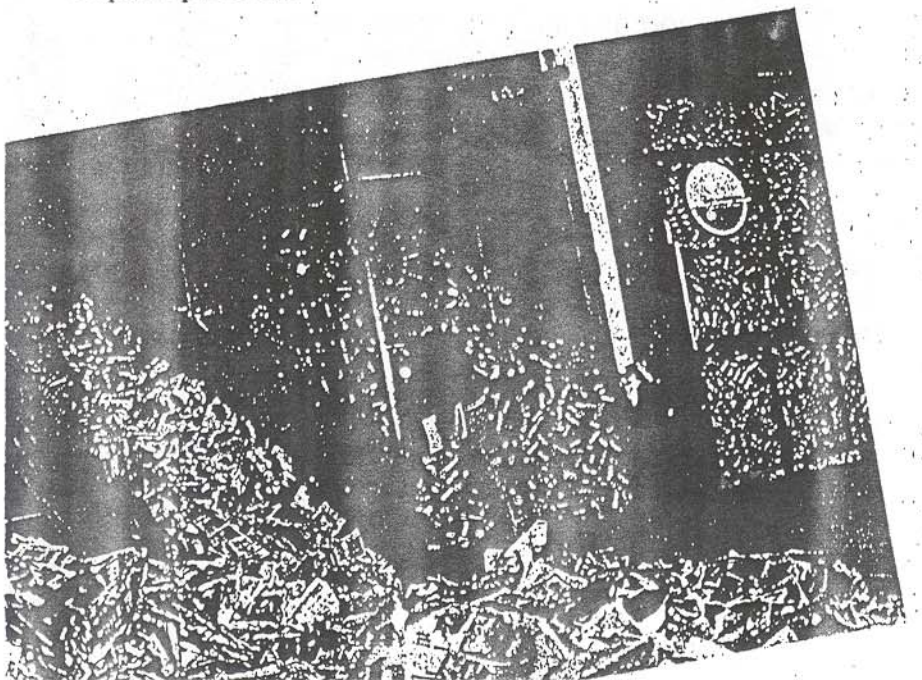
Recycling can help provide relief for our garbage problem.

When integrated with other effective waste reduction techniques—source reduction, landfills and incineration—recycling can remove a significant amount of material from the waste stream. And, it helps conserve resources and landfill space for future generations.

Recycle America®, the leading national residential and commercial recycling program, was designed by Waste Management, Inc. to encourage and organize communities—residents and businesses—to recycle newspapers, glass, aluminum and steel cans, plastics, yard wastes, tires, corrugated containers and commercial office paper.

And, it's working.

With successful recycling programs underway and expanding to scores of communities across the country, America is beginning to develop solutions to the garbage disposal problem.



# WHAT IS RECYCLING?

To recycle means to reuse.

And while it may seem obvious, reusing common solid wastes reduces our waste problem.

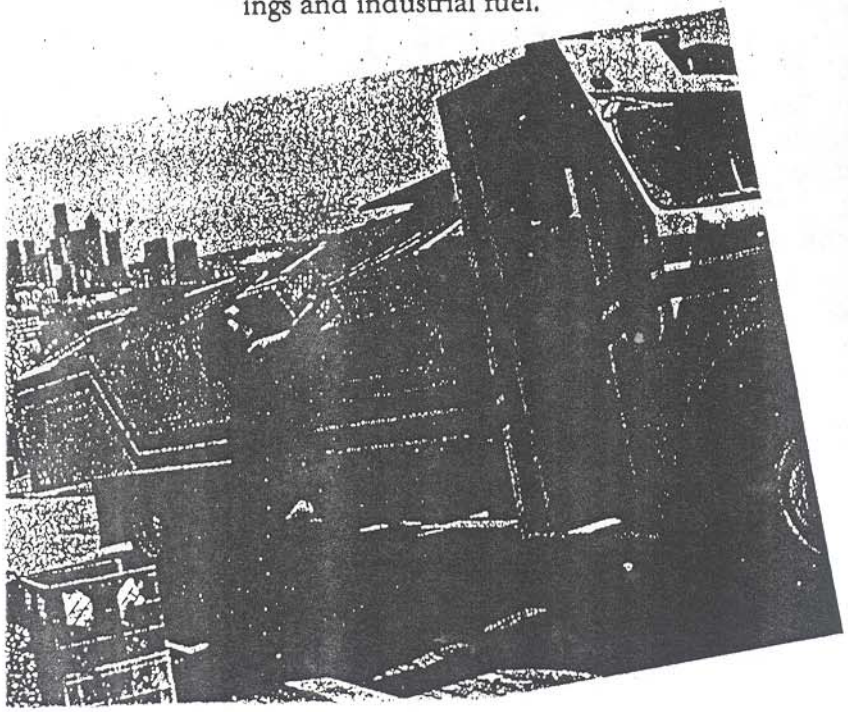
Beginning with a simple behavior change—tossing recyclables into a different container from the regular garbage—you can make a difference. Just by choosing to recycle. And, by reducing the amount of trash you generate.

- **Source reduction** means becoming more conscious of the waste we generate. By reducing the number of disposables we use, we could reduce the volume of solid waste.
- **Recycling** reuses solid waste. When materials are recycled they're essentially removed from the waste stream and put back to good use.

A successful waste reduction program depends upon the participation and support of individuals and their communities. But the acceptance of recycled products within the marketplace is important, too.

Recycling trash into new goods can only help reduce our garbage overload if we also purchase and use recycled products. For example, we need to make it a point to buy greeting cards printed on recycled paper and sip soft drinks from recycled aluminum cans. In order for recycling to have maximum impact, we need to change our lifestyles to make use of products made from recycled goods.

| | |
|---|---|
| 'lastic Bottles | Plastics make up 7.3 percent of our total waste, with the most commonly recycled products being soft drink and milk containers. Recycled plastics are used in flower pots, drainage pipes, toys, traffic barrier cones, carpet backing, and fiberfill for pillows, ski jackets and sleeping bags. |
| 'ard Wastes | Yard wastes account for 28 million tons of solid waste each year, including leaves, grass clippings, branches and twigs. "Composting" or recycling yard waste is used to enrich soil. |
| Tires | Approximately 2 million tons of tires are thrown away each year. Since they are bulky, they take up valuable landfill space. Tires, which are very expensive to dispose of, can be used to our advantage in asphalt pavement, playground rubber mats, railroad crossings and industrial fuel. |



# WHY DOES RECYCLING MATTER?

If you really want a beautiful America, recycling matters. The environmental and economic benefits of recycling as part of a comprehensive waste reduction program are numerous.

**Environmental Benefits**

Recycling helps preserve our environment.

By using materials that can be recycled over and over again, we save our natural resources—trees, fuel and metals—and cut down on the amount of solid waste placed in landfills.

Solid waste no longer can be managed as in the past.

To preserve our environment, we need to make better use of a number of waste management techniques including waste reduction, environmentally secure landfills and safe incineration, as well as recycling.

The more we recycle, the longer we can preserve valuable community landfill space and conserve natural resources.

**Economic Benefits**

It's becoming more and more expensive to dispose of our waste in landfills and waste-to-energy incinerators.

Landfill space is being depleted in many regions of the country. Waste-to-energy incinerators are expensive and often take years to site and build. Recycling helps cut these expenses while returning solid waste to a usable form.

Although residential recycling programs are not provided free, communities can recover some costs by sharing proceeds from the sales of recycled materials. And in conserving natural resources, recycling helps the U.S. become less dependent on imported raw materials.

# WHAT'S RECYCLE AMERICA®?

Recycle America® is a service of Waste Management, Inc. Among the first programs of its kind, Recycle America's® goal is to provide commercial and residential recycling to communities across the country.

Waste Management, Inc. has made a corporate commitment to recycling through its Recycle America® programs on both a residential and commercial level. As the world leader in managing solid waste, recycling is integral to Waste Management's comprehensive waste reduction mission.

Recycle America® helps communities, residents and businesses recycle newspapers, glass, aluminum and steel beverage cans, plastic containers, commercial office paper, corrugated containers, tires and yard wastes by providing start-up counsel, containers for recyclables and pick-up service.

### Curbside Recycling

Many communities faced with a disposal problem are turning to curbside recycling programs to reduce wastes from residents.

Participation in the Recycle America® curbside program requires little more from citizens than cooperation and enthusiasm.

Residents are asked to separate glass, cans, paper and plastics from non-recyclable trash (recyclable materials may differ in various cities). In many cities, recycling day is the same day as garbage pick-up day. Citizens simply store recyclable materials in recycling containers and place them at curbside, along with their regular garbage cans. Recyclable materials are taken to a recycling plant for processing and sale.

### Commercial Recycling

Offices, factories, restaurants and large companies also dispose of a large volume of solid wastes. Many of those wastes can be recycled, including cardboard boxes, paper, crates and wooden packing materials, bottles, cans, tires and glass.

For example, a local Waste Management recycling program in California collects broken glass from local bars and restaurants, keeping accurate records of the amount of glass collected. The recycler sells the glass and passes a portion of the profits back to its commercial customers.

Commercial customers that choose to recycle and reduce the amount of solid wastes their companies generate can reap significant savings while gaining reputations as socially responsible businesses.

# HOW WILL "PITCHING IN" AFFECT ME?

### Civic Pride

First, you'll feel good.

You'll know that you're making a contribution—no matter how small or how large—toward saving our environment and leaving behind a cleaner place for future generations. Being a responsible and contributing citizen evokes pride in yourself, your neighborhood and your community.

### Convenience

Second, it's easy.

You're not required to take your recyclables any farther than your front curb—just one day per week, like your normal garbage collection service. You simply get in the habit of separating recyclables from the rest of your garbage into a designated container.

Once recycling becomes part of your daily lifestyle, you'll reap the benefits of "pitching in" effortlessly.

### Cost Savings

Third, recycling can help save your community money.

Financially, you and your community will come out ahead over the long run. Because landfills are becoming increasingly scarce and more costly. Because recycling will ease the increasing costs of disposing of solid waste.

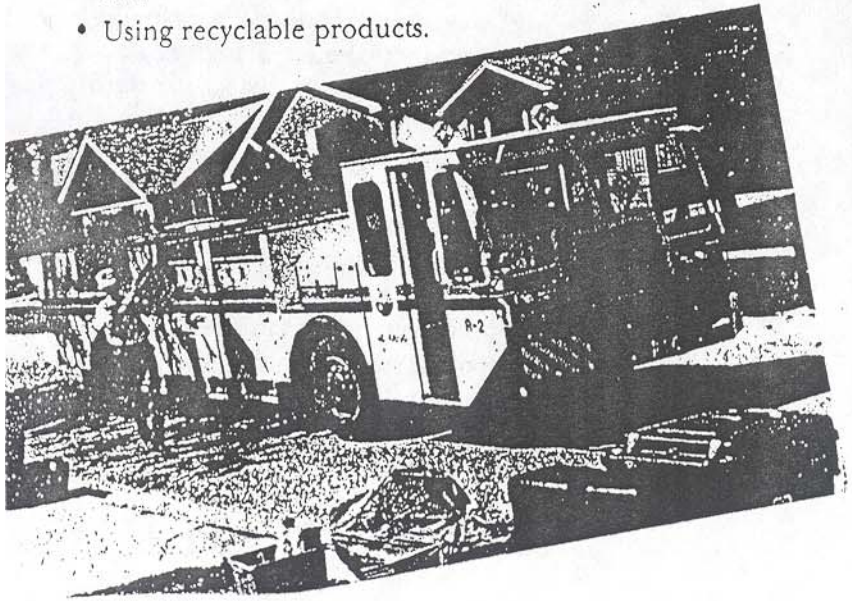
# HOW CAN I ENCOURAGE MY COMMUNITY TO RECYCLE?

Initiating a recycling program in your community requires the cooperation of key city and municipal leaders, as well as the cooperation and enthusiasm of the residents and businesses.

You can contact key local government leaders and city officials to encourage them to consider a residential and commercial recycling program. Your community's local sanitation service could provide additional information.

In the meantime, if your community does not currently have a recycling program, you can still reduce solid waste by:

- Encouraging citizens to learn about and participate in recycling;
- Recycling at drop-off centers;
- Using buy-back centers that pay for each pound of recyclable materials;
- Conducting paper drives;
- Collecting your own yard wastes and composting; and
- Using recyclable products.



# SUCCESSFUL RECYCLE AMERICA® PROGRAMS

State of the art Recycle America® programs are thriving in communities across the country. The success of residential curbside recycling programs is due to the enthusiasm of participating citizens and key support of municipal and city officials. Together they recognize the importance and necessity of reducing America's solid wastes. Following are descriptions of three notable programs:

1. Santa Rosa, California

The Santa Rosa Program offers one of the most integrated recycling programs in the nation. Empire Waste Management, a division of Waste Management of North America, Inc. provides residential and commercial collection, yard waste collection, multi-family collection and operates a Materials Recovery Facility. Empire Waste collects and processes 2,000 tons per month, including 800 tons from residential sources and 1,200 tons from commercial sources.

2. Baton Rouge, Louisiana

Waste Management of Baton Rouge began operating a residential curbside recycling program serving 105,000 homes in 1991. Residents commingle newsprint, plastics, glass, tin cans and aluminum cans in a single bin. Each week, collectors separate newsprint at the curbside and deliver commingled recyclables to a materials recovery facility designed to handle residential and commercial wastes. Waste Management recovers more than 1600 tons of residential recyclables per month.

3. Seattle, Washington

Started in 1988, the curbside program in 1990 served 60,570 households in a service area of 69,000 comprising the northern half of the city. Waste Management of Seattle provides each participating home with three stackable plastic bins to store newspaper; mixed glass, PET plastic containers, and cans; and mixed waste paper. Weekly curbside collection yields more than 2,200 tons of materials recovered each month, diverting approximately 30 percent of the residential waste stream from the landfill. In 1989, the program was recognized by the Washington Department of Ecology as the best curbside program in the state.

As stated in the recent, at this time the products we can accept at this time...

PAPER PRODUCTS:
Newspapers must be bundled and tied
Phone books and miscellaneous paper must be bundled and tied.
NO magazines will be accepted

GLASS PRODUCTS:
All glass must be separated by color
All metal caps and lids or rings must be removed
All glass must be rinsed out but labels can remain
(See additional enclosure)

PLASTIC PRODUCTS:
Milk and distilled water jugs must be rinsed
Two liter beverage containers must be rinsed
All metal pieces must be removed

ALUMINUM PRODUCTS:
All containers must be aluminum only
NO tin or other metals-no food cans

HAUL-ALL SANITATION
P. O. BOX 61
FAYETTEVILLE, GA. 30214
PHONE 461-4720

# Glass Recycling Made Easy

## Acceptable

Glass food and beverage containers can be easily recycled by glass container plants. Generally speaking, metal caps and lids should be removed but labels can remain.

Soda Bottles

Beer Bottles

Juice Containers

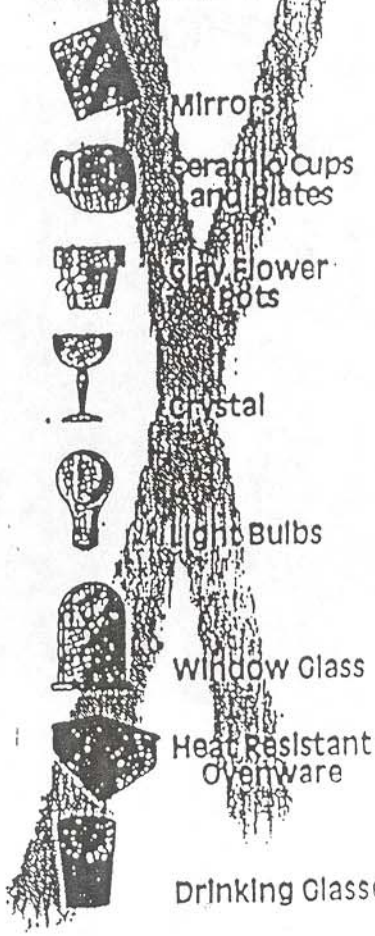
Ketchup Bottles

Wine and Liquor Bottles

Food Containers

## Not Acceptable

The following materials are not recycled by glass container plants and should not be mixed in with container glass.



Mirrors

Ceramic Cups and Plates

Clay Flower Pots

Crystal

Light Bulbs

Window Glass

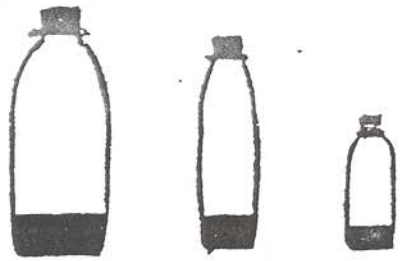
Heat Resistant Ovenware

Drinking Glasses

STONES, ASPHALT OR EXCESSIVE DIRT

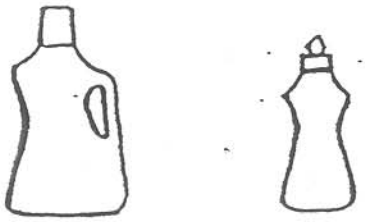
# RECYCLERS GUIDE TO PLASTICS

22 billion plastic bottles are used by consumers in the United States annually. Currently less than 1% of these bottles are being recycled. You can convert these bottles from a solid waste problem to a valuable resource.

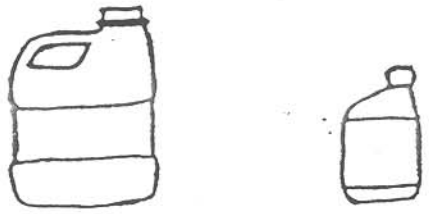


DESCRIPTION: 1-2-3 LITER BEVERAGE BOTTLES
MATERIAL: PET (polyethylene terephthalate)
SPECIFICATION: MAPTP02

DESCRIPTION: 1/2 & 1 GALLON MILK & WATER BOTTLES
MATERIAL: HDPE (high density polyethylene)
SPECIFICATION: MAPEHD-1



DESCRIPTION: ALL TYPES OF HOUSEHOLD USE BOTTLES
MATERIAL: HDPE (high density polyethyelene)
SPECIFICATION: MAPEHD-3

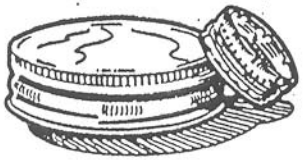


DESCRIPTION: ANY SIZE AUTOMOTIVE OIL BOTTLE OIL BOTTLES
MATERIAL: HDPE (high density polyethylene
SPECIFICATION: MAPEHD-2

PROGRESS FROM M.A. RESEARCH

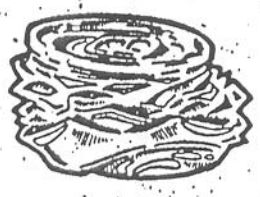
# How Should The Material Be Prepared?

REMOVE AND DISCARD LIDS AND CAPS from glass and plastic containers. (Paper labels do NOT need to be removed.)

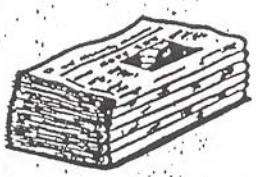


RINSE AND DRAIN LIQUID from all containers before placing them in your recycling cart or bin.

FLATTEN plastic containers, aluminum and tin cans to save space in your recycling container.



STORE newspapers together separate from other materials to keep them clean and dry. On your recycling day, place them in the drop-in bin at the top of your recycling cart or bin.



# What Materials Will Be Collected In This Program?

Here's what to put in your bright green recycling cart or bin . . .

GLASS CONTAINERS — Clear, green and brown food and beverage containers. Remove and discard lids. Rinse container. Labels need NOT be removed. (We cannot accept window glass, mirrors, ceramics or any other kinds of glass.)

ALUMINUM BEVERAGE CANS — Drain liquid from cans. (We cannot accept aluminum foil, pie tins or other aluminum items.)

PLASTIC SODA BOTTLES AND MILK JUGS — Remove and discard caps. Rinse. (We cannot accept plastic bags, other types of plastic containers or any other plastic product.)

NEWSPAPERS — On your recycling day, place them in your "recycling container" on top of the other material. We cannot accept magazines, catalogs, telephone books, junk mail or other waste paper.)

Set out your "recycling cart or bin" alongside your garbage containers by 7 a.m. on your scheduled collection day.

This recycling program is provided by Recycle America,® a service of Waste Management of Atlanta-South, a division of Georgia Waste Systems, Inc.