

# Marketing Recyclable Materials

**MISSION STATEMENT:** *The Commission for Marketing Recyclable Materials works to reduce the waste of materials that can otherwise be reused or made into new products by developing market-based strategies for manufacturers and consumers to use recycled products and materials.*

## WHAT WE DO

By 1989, King County residents had fully embraced the practice of separating their recyclables for collection. The recycling program was so successful that supply of some recycled commodities exceeded demand. The King County Commission for Marketing Recyclable Materials was created by the County Council to help develop markets for these commodities and to help close the recycling "loop." Recognized as the first public agency in the United States formed exclusively to ensure the success of recycling by promoting markets for recycled products, the Marketing Commission helps preserve our natural resources and creates future generations of knowledgeable consumers and businesses committed to recycling. Marketing Commission services are funded via Solid Waste Division tip fees paid at King County transfer stations and at the Cedar Hills Regional Landfill.

## YEAR 2000 ACCOMPLISHMENTS

The success of the Marketing Commission's consumer outreach with proven programs such as Get In The Loop<sup>®</sup>, the Demonstration Garden and Northwest EnviroExpo continued in 2000. But last year also marked a shift in the Marketing Commission's efforts from working with the consumer to working with manufacturing in the recycling loop. The Commission was particularly encouraged with the early success of two new programs in 2000 – LinkUp and Product Stewardship.

### LinkUp

LinkUp is designed to work directly with regional manufacturers to assist them in incorporating more recycled materials into the products they make. Launched in the spring of 2000, the program offers a variety of technical, promotional and marketing assistance. Within 90 days of the program launch, four LinkUp partnerships were formed. The Marketing Commission is partnering with TriVistro Corporation, which produces abrasives made from recycled glass containers; Recycled Plastics Marketing, Inc., a manufacturer of recycled plastic lumber; Custom Handweaving, a maker of high-quality rugs from recycled scrap textiles; and Recovery One, a construction, demolition and landclearing debris recycling facility. In December 2000, LinkUp added its fifth business, Y.K. Products, which produces U.S. Cold Patch, a dry, odorless compound that uses up to 70-percent recycled asphalt for pothole patching and other concrete repair.

### Product Stewardship

Product Stewardship has been a catalyst in encouraging manufacturers to design recycled-content products that can be easily recycled or reconfigured when their life cycle ends or

they become outdated or expendable. The Marketing Commission and the Northwest Product Stewardship Council partnered to organize a two-day "Products and the Environment Northwest" conference in the spring of 2000. The conference drew 200 participants and brought together national and international leaders in business and government to expand the awareness of product stewardship practices.

### Demonstration Garden

The Marketing Commission continued to target consumers and landscape designers with its fifth demonstration garden, showcasing a wide variety of recycled-content products. The garden won the gold medal in Urban Horticulture at the 2000 Northwest Flower & Garden Show. The garden attracted extensive attention from the 82,000 show visitors and wide media coverage, which delivered a recycled-product message to vast radio, television and newspaper audiences.

### Get In The Loop<sup>®</sup>

The Marketing Commission refocused its nationally recognized Get in the Loop<sup>®</sup> program to emphasize the use of sustainable building products and practices in residential homes. Get in the Loop<sup>®</sup> partnered with the new Built Green<sup>™</sup> program developed by the local Master Builders Association and King County to promote sustainable building practices.

### Northwest EnviroExpo

In its second year, the Northwest EnviroExpo attracted nearly 8,000 consumers from throughout the Puget Sound region. It featured more than 65 vendors displaying earth-friendly products and services.



*The Northwest EnviroExpo supports a larger resource conservation campaign while promoting a buy-recycled message.*

## OUTLOOK

In 2001, the Marketing Commission will continue to add new LinkUp partners, support publication of a book that will encourage educators and designers to integrate product stewardship practices into their work, participate in consumer events such as the Seattle Home Show and the Northwest Flower & Garden Show, and continue to expand on sustainable building themes.