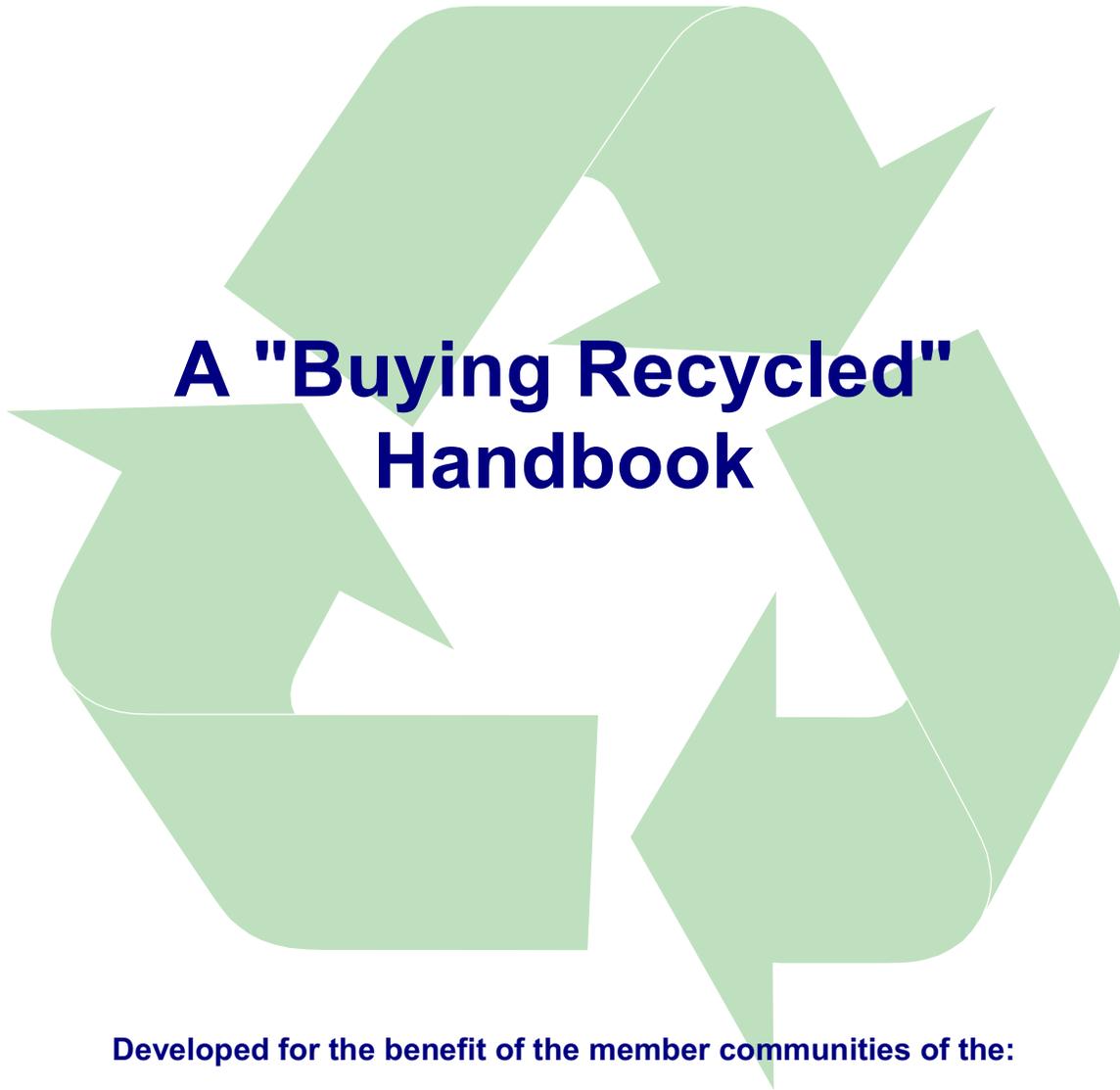


"CLOSING THE RECYCLING LOOP"

A "Buying Recycled" Handbook



Developed for the benefit of the member communities of the:



Printed on Recycled-Content Paper

"Closing the Recycling Loop"

Buying Recycled-Content Products

This handbook will help you and your organization better understand the issues and benefits associated with buying recycled-content products.

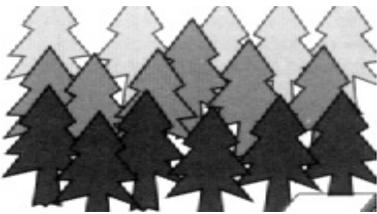
This handbook highlights:

- The importance of buying "recycled-content" products.
- How to identify opportunities for buying recycled-content products for use in your local government's operations.
- The real and perceived barriers to using recycled-content products.
- Where to find model "buy recycled-content" procurement policies for your local government.
- Available resources for identifying and buying recycled-content products.

The Importance of Buying "Recycled-Content" Products

Buying recycled-content products promotes recycling. If recycled-content products aren't bought, markets for recyclable materials dry up. And without markets, recycling declines. That's why we often refer to buying recycled-content products as "closing the recycling loop." The issue of "buying recycled" is especially important for local governments and organizations that have established successful recycling programs.

Not all recycled-content products, however, are the same. Some have higher levels of recycled material than others. Look on the product label to see if it describes what percentage comes from recycled material. The higher the percentage, the better for promoting recycling markets. But it is also important to consider the source of the recycled material as well. Some products are made from *post-consumer* discards while others are made from scraps that are recycled in the plant. Both types of recycling are important, but *post-consumer* content helps create markets for the materials your organization collects for recycling. Where possible, choose products with both the highest overall recycled content and the most post-consumer content.



It takes fewer resources to make paper from recycled material: 1 ton of recycled newsprint saves 17 trees, 1 ton of recycled office paper saves 117 trees, and 1 ton of recycled cardboard saves 165 trees.

Opportunities for Buying Recycled-Content Products

The "**Buy Recycled-Content Products Checklist**" included with this handbook contains ideas for recycled-content products that you may be able to use in your local government operations. Finding other ideas is easy. Browse through catalogs of products that you use for your business. Are there recycled-content products you can use? Recycled-content product suppliers also publish specialized catalogs. The Boone County Landfill's Solid Waste Resource Center can help you find such suppliers and catalogs.

Real and Perceived Barriers to Using Recycled-Content Products

Attitudes towards recycled-content products are changing. Yet some people still have concerns about using them. Some of these concerns are real, but many are no longer true today.

Quality

Over the past several years, the quality of products containing recycled-content has increased. For example, the federal government permits recycled plastic in certain food and beverage containers because quality and cleanliness questions have been answered. For most people, recycled-content copy paper is indistinguishable from paper made with virgin fibers. While quality has improved, the cost of recycled-content products has generally fallen. Despite these gains, attitudes about recycled-content goods vary. At one extreme, some believe that the quality of recycled-content products is inferior to those made from virgin materials. On the opposite side are those who believe the quality of recycled-content goods is superior to non-recycled ones. Indeed, the latter view has become so popular that, to increase sales, many marketing campaigns emphasize the recycled-content of products.

What should you believe? If you have concerns, get some samples of the product you are considering and try them. Remember, for any product, including those made from virgin materials, quality varies between sources. Try to get samples from different companies. That will most likely ensure the best results.

Reliability

As for how recycled-content paper compares to that made from virgin fibers, one printer who deals with recycled-content and virgin fiber papers stated, "We find no difference at all. Period." When asked about anecdotal stories from service technicians that claim recycled paper jams machines, the printer noted that, "They (service technicians) will tell you anything except that the machine is broken." The printer added, "We've had zero problems with recycled paper."

Cost

Prices for recycled-content products have fallen in the past few years. In many cases, they are comparable to prices paid for products made from virgin materials. Like all things, if you are willing to shop around, you can always find the product you want at the right price.

Implementing a Buy Recycled-Content Procurement Program

A buy recycled-content program may be one of the easiest waste related programs for your organization to implement and administer. This is due to the fact it usually involves only a small group of employees. You probably have either one person designated as a purchasing agent or, at the most, there may be one person for each department. And remember, the Boone County Landfill is always available to help your organization identify recycled-content product alternatives.

To reinforce the importance of buying recycled, a local government or organization may choose to formally establish a "buy recycled-content" procurement policy. An effective buy recycled-content policy ensures that recycled-content products are provided the opportunity to be fairly considered and compared to products made entirely from new materials. Once a purchasing agent adopts new habits, buying recycled-content products is easy. To assist you, the Boone County Landfill can provide your organization with model buy recycled-content procurement policies.

Use the "**Purchase Comparison Form**" included with this handbook to record your ideas for recycled-content products and compare prices to those you pay now. The "**Buy Recycled-Content Products Checklist**" that is also included in this handbook will help generate ideas quickly for those who aren't interested in doing detailed cost comparisons.

WANT MORE INFORMATION?

If you or your community or organization are interested in either developing a recycled-content procurement policy or exploring your recycled-content product purchasing options, the Boone County Landfill offers the following services and resources:

MODEL RECYCLED-CONTENT PROCUREMENT POLICIES:

The Boone County Landfill can provide your community or organization with a Model Procurement Policy for Recycled-Content Products. To save you time and money, the Boone County Landfill can provide you with this Model Procurement Policy *on computer disk* to facilitate the development of your buying recycled policy.

THE SOLID WASTE RESOURCE CENTER (SWRC):

The Boone County Landfill, through its Solid Waste Resource Center, offers a wealth of information on recycled-content products and the many vendors that sell them.

For more information on the above resources, please contact the:



BOONE COUNTY LANDFILL

A Tradition of Environmental Excellence Since 1970

**1268 - 224th Lane
Boone, Iowa 50036
(515) 433-0591
info@boonelandfill.org
www.co.boone.ia.us**

ADDITIONAL RECYCLED-CONTENT PURCHASING RESOURCE:

Note: Much of the information for this handbook was excerpted with permission from, "The Small Business Guide for Managing and Reducing Garbage," published by the West Cook County Solid Waste Agency, Westchester, Illinois.

COUNTY/CITY/ORGANIZATION _____
CERTIFICATION FORM
FOR PRODUCTS WITH RECYCLED-CONTENT

COMPANY: _____
CONTACT PERSON: _____
ADDRESS: _____
CITY: _____ **STATE:** _____ **ZIP:** _____
TELEPHONE: (____) _____ **FAX:** (____) _____
TYPE OF COMPANY -- please check (✓) appropriate category: ___ **Manufacturer** ___ **Distributor** ___ **Retailer**

BID NUMBER or DESCRIPTION (If Applicable): _____

CHECK PRODUCT CONTENT
 (please check (✓) all appropriate categories)

___ **PAPER** ___ **PLASTIC** ___ **RUBBER** ___ **METAL** ___ **OTHER (Specify)** : _____

CERTIFIED PRODUCT RECYCLED-CONTENT

	Post-consumer Recovered Material Product	%	Type of Material	%	Pre-consumer Recovered Material Type of Material
1.	_____	___	_____	___	_____
2.	_____	___	_____	___	_____
3.	_____	___	_____	___	_____
4.	_____	___	_____	___	_____
5.	_____	___	_____	___	_____
6.	_____	___	_____	___	_____

I (we) certify that the **MINIMUM RECYCLED-CONTENT** in our product(s) are as specified on this form, and conform with the definitions on the reverse side:

Authorized by: _____ Title: _____

Date: _____

DEFINITIONS OF RECYCLED-CONTENT:

Post-Consumer Recovered Material -- Means those products or materials generated by a business or consumer which have served their intended end uses, and which would normally be disposed as a solid waste (i.e., used office paper, used corrugated cardboard boxes, used motor oil, used tires, asphalt, etc.) but which were recovered and utilized as raw materials in the manufacture of a new product.

Pre-Consumer Recovered Material -- Material or by-products generated after manufacturing of a product is completed, but before the product reaches its intended end-use consumer (i.e., obsolete inventories of finished products, rejected unused stock, and paper waste generated during printing, cutting and other converting operations.) This category does not include mill or manufacturing trim, scrap, or "broke" which is waste generated before the completion of the papermaking process and therefore commonly reused within the manufacturing process.

Boone County Landfill

Model Procurement Policy for Recycled-Content Products

PURPOSE OF POLICY:

The County/City of _____ is strongly committed to the process of recycling materials that would otherwise be disposed of using final disposal options. The County/City recognizes that recycling is an important component in the Boone County Landfill's attempt to effectively manage its solid waste and meet the waste reduction goals set forth in the area's comprehensive solid waste management plan.. The County/City understands that recycling encompasses more than just the collection of materials. Recycling also includes the return of collected materials to the economic stream in a marketable form. Further, recycling conserves natural resources and diverts recyclable materials from final disposal facilities thereby making the County/City, residents and businesses less dependant on final disposal facilities.

It is the purpose of this Procurement Policy for Recycled-Content Products to:

- Encourage and stimulate markets for recycled-content materials so as to help ensure the viability of recyclable material collection programs. Further, without demand for products that utilize recycled materials, the ability to utilize collected recyclable materials for their intended use will be greatly affected, thereby making the successful recycling programs in the County/City less viable and sustainable.
- Promote market development of recycled-content products, recyclable products, and equipment capable of using such materials by establishing a preferential procurement program applicable to all County/City departments and contractors.
- Encourage an increase in the amount and type of recycled-content products purchased and utilized by the County/City and its contractors.
- Support the purchase and use of recycled-content products by eliminating any County/City procedures and specifications that explicitly discriminate against products made with recycled-content materials.
- Support the County's/City's waste reduction efforts to help the Boone County Landfill's planning area achieve the goals set forth in the area's comprehensive solid waste management plan, of which the County/City is a member.
- Serve as a model for other governmental entities, businesses and the general public.

PROCUREMENT POLICY FOR RECYCLED-CONTENT PRODUCTS

I. Policies:

- A. All County/City departments shall whenever practicable use recycled-content products and recyclable products to meet their demands.
- B. The County/City of _____ shall whenever practicable require its contractors and consultants to use recycled-content products and recyclable products in fulfilling their contractual obligations to the County/City.
- C. In procuring recycled-content products pursuant to this policy, the County/City shall require the pre- and post-consumer recovered material content to be a factor in determining the lowest responsive bid in any competitive bidding procurement process.

I. Definitions:

- A. Contractor -- Means any person, group of persons, association, partnership, corporation or other type of business entity which has a contract with the County/City for the provision of goods and/or services.
- B. Purchasing Agent -- Means the person(s) authorized by the County/City to make purchases of goods and services on the behalf of the County/City (i.e., County/City manager/administrator, finance officer, purchasing officer, etc.).
- C. Post-Consumer Recovered Material -- Means those products or materials generated by a business or consumer which have served their intended end uses, and which would normally be disposed as a solid waste (i.e., used office paper, used corrugated cardboard boxes, used motor oil, used tires, asphalt, etc.) but which were recovered and utilized as raw materials in the manufacture of a new product.
- D. Practicable -- Means 1) able to perform in accordance with applicable specifications 2) available at a reasonable price 3) available within a reasonable period of time and 4) maintaining a satisfactory level of competition.
- E. Pre-Consumer Recovered Material -- Material or by-products generated after manufacturing of a product is completed, but before the product reaches its intended end-use consumer (i.e., obsolete inventories of finished products, rejected unused stock, and paper waste generated during printing, cutting and other converting operations.) This category does not include mill or manufacturing trim, scrap, or "broke" which is waste generated before the completion of the papermaking process and therefore commonly reused within the manufacturing process.

F. Reusable Product -- Means a product that can be used several times for an intended end use before being discarded, such as a washable food or beverage container or a refillable ball point pen.

G. Total Recovered Material -- The total pre- and post-consumer recovered material contained in a recycled-content product.

II. Recycled-Content Preferences:

A. Non-Paper Products -- Products which contain in order of preference:

1. the highest percentage of post-consumer recovered material(s) available in the marketplace for a recycled-content product of comparable quality and performance to a product made from materials that do not contain any recycled-content.

2. the highest percentage of pre-consumer recovered material(s) available in the marketplace for a recycled-content product of comparable quality and performance to a product made from materials that do not contain any recycled-content.

B. Paper Products -- Paper products must meet, at the minimum, the following material content standards:

1. at least 20% post-consumer and 30% pre-consumer recovered materials, for a total of at least 50% total recovered materials.

2. commencing in 1998, at least 30% post-consumer and 20% pre-consumer recovered materials, for a total of at least 50% total recovered materials.

III. Price Preference

A. Non-Paper Products -- The purchasing agent shall use a percentage factor of ___% in the process of determining the lowest responsive and responsible bidder for non-paper products.

(Note: It is common that for non-paper products the range of the percentage factor be from 0% to 5%.)

B. Paper Products -- The purchasing agent shall use a percentage factor of ___% in the process of determining the lowest responsive and responsible bidder for paper and paper products.

(Note: It is common that for paper products the range of the percentage factor be from 0% to 5%.)

IV. Reusability, Recyclability and Recycled-Content Compatibility Preferences:

In addition to the level of recycled-content, the following preferences should be taken into account when selecting products or equipment:

- A. The ability of a product and its packaging to be reused, reconditioned for use, or recycled through existing recycling collection programs available to the County/City.
- B. The ability of purchases or rentals to be compatible with the use of recycled-content products. For example, photocopiers and printers which can use recycled-content paper.

V. Purchase Requisitions, Specifications, Invitations to Bid and New Equipment:

Purchase Requisitions, Specifications, Invitations to Bid and New Equipment purchases shall conform to the following guidelines:

- A. Purchase requisitions and Invitations to Bid issued by the County/City for the purchase of tangible goods shall contain no terms, requirements or specifications prohibiting or discouraging pre- or post-consumer recovered material content, unless a user department provides the purchasing agent of the County/City with satisfactory evidence that, for technical reasons and for a particular end use, a product containing such materials will not meet reasonable performance standards. Each invitation to bid shall provide the opportunity to submit an alternative bid for an applicable recycled-content product or material, unless the bid specifications specifically require a recycled-content product or material.
- B. Performance standards must be reasonable and related to function and shall not be designed to exclude the purchase of recycled-content products.
- C. In determining the lowest responsive and responsible bid for the purchase of tangible goods pursuant to invitations to bid issued by the County/City, the purchasing agent shall use the procedures and evaluation criteria specified in this policy. If the lowest offered price for a recycled-content product is not more than the specified percentage higher than the lowest offered price for the same product that does not contain recycled-content materials, the offered price for the recycled-content product shall be considered the low bid if such bidder is otherwise responsive and responsible. However, nothing contained in this policy shall preclude user departments from requiring pre- and post- consumer recovered material content as a bid specification.
- D. Each contractor supplying the County/City with recycled-content products pursuant to an invitation to bid process shall provide acceptable certification from all product manufacturers that the products being supplied meet or exceed the pre- and post-consumer recovered material content as specified in the contractor's bid submittal. Said certification shall be provided either prior to, or with, delivery of the product.

E. All product suppliers shall be required to certify the minimum, if not the exact, percentage of pre- and post-consumer recovered materials contained in products purchased by the County/City. If no recovered material has been used, then a product supplier would certify zero recycled content. All relevant bid specifications shall include such a certification form.

F. Whenever practicable, recycled-content products shall be labelled as such in a standard format. Outside printers will be required to label their printed materials with the statement "Printed On Recycled Paper" or the "Chasing Arrows Logo" indicating recycled-content. Examples of where this statement would apply include County/City letterhead, business cards, newsletters, etc.

G. The purchasing agent may enter into joint purchasing with other local, regional and state agencies to reduce the cost of recycled-content products.

H. All bids for new equipment and services shall include language that will ensure the use of recycled-content products (i.e., paper and paper products.) The County/City shall phase in equipment to facilitate the use of applicable recycled-content products wherever practicable.

I. In instances where use of recycled-content products may void existing warranties, service agreements, or contracts, recycled-content products shall not be specified.

VI. Recycled-Content Paper Procurement Goals:

A. The recycled-content paper procurement goal for the County/City shall be: not less than __% by __; not less than __% by __, and not less than __% by __. Each department shall be responsible for making its best effort to meet or surpass these goals.

B. All letterhead paper used by the County/City and its departments shall be on recycled-content paper.

VII. Departmental Responsibilities:

All departments are responsible for:

A. Purchasing and using recycled-content products whenever practicable.

B. Documenting any technical problems that preclude the use of recycled-content products.

C. Providing written explanations to the purchasing agent for not purchasing recycled-content products.

- D. Conducting comparative tests of the performance of recycled-content products and non-recycled products, as requested by the purchasing agent.
- E. Transmitting to contractors, upon their request, information about recycled-content products and their vendors.
- F. Collecting information from contractors and consultants about their designated product purchases before contract expiration dates (*optional -- see Section IX.*)
- G. Informing the purchasing department of actual and potential uses of recycled-content products by County/City contractors and consultants.

VIII. Purchasing Department Responsibilities:

The purchasing department is responsible for:

- A. Disseminating recycled-content product information to departments.
- B. Assist departments in resolving problems and complaints concerning recycled-content product performance or availability.
- C. Revise or amend standard bid documents and contract language where necessary to implement this policy.
- D. Collect data on departmental purchases of recycled-content products.
- E. Prepare bid invitations for recycled-content products.

IX. Requirements For Contractors and Consultants: (OPTIONAL)

A. Requests for proposal issued by the County/City after _____, ___, shall require all contractors or consultants submitting proposals to agree to the following as a precondition to contract awards:

1. All proposals submitted, or reports made, to the County/City or its departments by a contractor or consultant in fulfillment of contract obligations shall use recycled-content paper when it is available at a reasonable price. For the purpose of this paragraph, the price of recycled-content paper shall be considered "reasonable" if its cost is no more than ten percent higher than the lowest price offered for non-recycled paper.

2. The contractor or consultant shall maintain records of purchased paper and paper products, including product description, supplier, amount purchased, unit

prices, and justifications for any use of non-recycled-content paper. This information shall be submitted to the user department before contract expiration, according to procedures to be established by the purchasing department. The contractor or consultant shall be responsible for maintaining records and submitting the aforementioned information for all of its subcontractors or subconsultants.

X. Exemptions:

Nothing in this policy shall be construed as requiring a department or contractor to procure products that do not perform adequately for their intended end use or are not available at a reasonable price in a reasonable period of time.

XI. Effective Date of Policy:

The provisions set forth in this policy shall apply to all County/City procurement processes, including invitations to bid, and requests for proposals, initiated after _____, ____.