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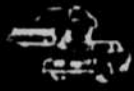
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1991 Graduation



Office recycling grows in popularity

An Episode of the popular television series "Murphy Brown" in which the characters accepted a challenge that they could be environmentally sound showed that recycling isn't just for the home—it's a practice you can take to the office.

And it's good for business, yielding significant waste-disposal savings. An office recycling program can contribute significantly to the United States Environmental Protection Agency's goal of reducing waste by 25 percent through source reduction and recycling this year.

Elizabeth Seiler, director of research and planning for Keep America Beautiful Inc. in Stamford, Conn., offers the following tips for starting an office recycling program:

***Get support of top management.** When the boss is enthused, program participation is greater throughout the company.

***Determine the quality and quantity of your waste.** Start with paper, which constitutes 90 percent of office throw-aways. The most valuable is high-grade white, which includes typing and photocopying paper, computer paper and letterhead. You may also want to collect colored ledgers such as yellow legal pads and telephone message paper.

Selection depends on local markets and the specifications in your sales contract. A rule of thumb is that each employee generates a half pound per day.

***Find a market for your waste.** Look in the phone book under "recycling," "scrap," and "wastepaper dealers."

Contracts should say



which grades of paper are accepted; how the paper should be separated; if paper will be picked up or delivered; who will provide the storage containers, and prices and methods of payment.

***Name a coordinator and communicate with employees often.** Announce the recycling plan to employees several weeks ahead to gain support. To sustain enthusiasm and participations, send frequent updates, telling how many tons have been collected, how many trees have been spared and how much money has been saved.

Donating a portion of the proceeds to a local charity will provide an additional in-

centive.

***Set up an efficient collection system.** Include desktop boxes or folders, a second trash can in a central location and special bins next to high-traffic areas such as copiers and computer printers.

And clearly identify the bins to prevent contamination by non-office paper trash and unacceptable items such as window envelopes and gummed labels. Then arrange for janitorial or other personnel to store the wastepaper for pickup.

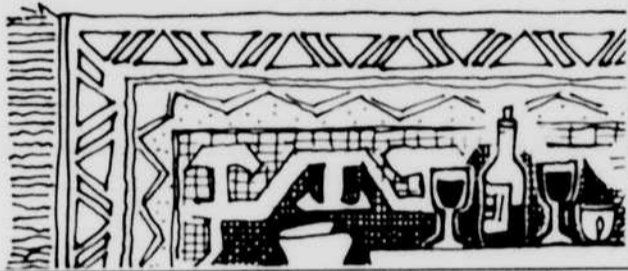
***Close the loop.** Buy recycled office paper products and, when possible, limit purchases to products that can be recycled.

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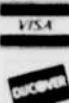
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