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Paper, Wood, or Plastic Reliable Is in it for the Long Haul

By Liz Fedorowicz

We are all familiar with the three-arrow symbol printed on practically every recyclable product sold, and we have become accustomed to putting scrap paper and newspapers in the recycling bin at home and at work. As much as it is a part of every person's life, it is also a part of every company's responsibility to its community.

Finding a firm to take care of all, not just part, of the recyclable materials a printing company accumulates in a day can be challenging and expensive. That's the niche Reliable Paper Recycling Inc. is filling for its customers in the Tri-State area.

The Jersey City, N.J. company provides complete service—collection of high-grade paper, newspaper, and cardboard; on- and off-site document shredding; recycling equipment installation and service (compactors and balers); scrap wood and pallet removal; plastic recycling; and rubbish removal.

"We offer a full range of services. Nothing is outsourced," explains Owner Leonard Pirrello. "When we install our equipment at a printing firm's location we maintain that equipment with an in-house team on a 24/7 basis. We realize that many printing companies operate around-the-clock and need that kind of service."

Reliable Paper Recycling and its five-year-old sister company, Reliable Wood Products, are both family owned businesses. Reliable Wood Products is co-owned by Nicholas Vene, who had the foresight to introduce wood recycling to printing companies that needed to properly dispose of worn and broken wood pallets. "As our paper business grew, so did the need for wood recycling," notes Mr. Vene. "We were able to provide our customers with a solution to recycle their scrap wood while providing real cost savings."

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The Forecast from Print Outlook

By Dennis Mason

People in the printing industry often bemoan consolidation. The number of printers in North America has declined year by year recently, and many less efficient businesses without the most modern equipment have succumbed to economic pressure. Consolidation has also come to the trade associations that support the industry. Most notably, members of the now-defunct Association of Graphic Communications (AGC) recently joined with the Printing & Imaging Association of New York State to gain the efficiency necessary in the 21st century.

Consolidation is also occurring at the national level. The Printing Industries of

America and the Graphic Arts Technical Foundation are now one. And perhaps the healthiest of organizations—NPES, the association for suppliers of printing, publishing, and converting technologies—recently consolidated three events into one to gain operating efficiency and create the critical mass necessary for effective meetings. Chicago was the site chosen for the March meetings of the NPES Spring Board of Directors, the quarterly meeting of PRIMIR (the NPES market research and economic study group), and Print Outlook (the annual review of the state of the printing and publishing industries). The combined events, all at the same venue, meant attendees—who use the information

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PERIODICALS POSTAGE



Reliable Paper

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Reliable Wood Products specializes in manufacturing organic and colorized mulches. "The scrap wood removed from commercial customers is shredded and manufactured into quality colorized mulch sold to landscapers and garden centers, closing the recycling loop," explains Mr. Vene.

Mr. Pirrello, the founder of Reliable Paper Recycling, has been in business for more than 25 years. Over the years, he has strengthened the company by diversifying into a full-service recycling company that can handle all of its customers recycling needs. "Many of my customers have been with me since I started the company," says Mr. Pirrello. "My philosophy is simple: value and respect each individual customer. And, of course, provide excellent service."

"We offer a free waste audit and market evaluation of recyclable materials for our potential clients," notes Sales Representative Lou Troiano. Mr. Troiano and colleague Mike Scognamiglio came to Reliable after spending many years of working in sales for the waste industry. Mr. Scognamiglio notes, "Performing a personalized program that explains what's recoverable waste in a printing plant is our specialty and something Reliable has had much success in doing."

"We consult on a company's whole waste stream, and we offer recommendations to maximize the value of the paper recycled," comments Sales Manager Alex Sabatino, adding that Reliable Paper Recycling does not require a client to separate its paper by coated, uncoated, color, etc. "We'll take all of your scrap paper and separate it at our site." In addition, "Reliable Paper Recycling provides full reporting by supplying computerized scale tickets and an end-of-month summary to all our

clients," he explains. Mr. Troiano adds, "Our clients know we promptly pay them their rebate checks."

The recycled paper is marketed both domestically and internationally. "Because of our close proximity to the port of Newark, we send the majority of our material to overseas mills," notes Mr. Sabatino, who has extensive knowledge of the recycling industry, having previously managed material recovery facilities in New York, New Jersey, and Pennsylvania. "As we grow our inbound business, we continue to strengthen relationships with end-markets, enabling us to provide viable recycling alternatives, aggressive pricing structures, as well as long-term contracts for our customers."

The benefits of this type of recycling program for printers are apparent—reduced costs for companies at their local landfills and reduced waste in the environment. "It's smart business to recycle," says Mr. Troiano. "Not just paper, but wood and plastics as well."

Reliable Paper Recycling offers its clients in metro New York and New Jersey daily recycling services. Reliable Paper Recycling also services companies in the entire Tri-State area.

"In 2007 we are focusing on getting the word out that Reliable Paper Recycling offers total solutions for its clients," adds Mr. Troiano.

For additional information, call Mr. Pirrello (201) 333-5244, ext. 100.



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