

On the Road to Zero Landfill

By Malinda Martines

For many companies, "zero landfill" represents a significant goal of their green initiatives. However, it's not an easy task. Materials such as plastic ink containers are not often considered recyclable because they are contaminated with materials that would affect the reuse of the plastic, while the value of other recyclable materials is less than the recovery cost.

The good news is printers now have new opportunities to help reach their zero landfill goals. Three companies have partnered in an effort to research a practical disposal method that helps them to achieve their zero landfill goals.

Reliable Paper Recycling, Jersey City, N.J., currently offers recycling services for paper, wood pallets, and plastics. It is also expanding to include some difficult to recycle plastics. Reliable Paper Recycling owner Lenny Pirrello targeted both a conventional plastics recycler and a manufacturer of cement as potential key players that could offer a viable solution to this problem. Lindenmeyr Munroe, Moonachie, N.J., and Imtech

Graphics, Carlstadt, N.J., have joined with Reliable Paper Recycling to help develop this program.

Pirrello organized a tour of two area recycling facilities on Sept. 5, where Rob Altman, Lindenmeyr Munroe, and Randall Kurie, Imtech Graphics, accompanied Louis Troiano, Reliable Paper Recycling. The tour included Ultra Poly Corp., Portland, Pa., a plastics remanufacturing facility, and Lafarge Cement, Whitehall, Pa., to specifically address the disposal of contaminated and low value plastics.

Lindenmeyr Munroe is a paper supplier who shares the same environmental commitment for its customers. Working closely with Reliable Paper Recycling, it has established a comprehensive recycling program including all its pallets and shrink wrap materials. "This has been a tremendous educational process that allows us to bring this knowledge and value to our customers," said Altman.

Imtech Graphics is a prepress and commercial printing facility led by Gary Cordovano, who has targeted a zero landfill initiative as part of its

environmental sustainability program. Kurie, who heads Imtech's IT staff, was selected to spearhead Imtech Graphics' environmental program. Kurie has an extensive background in materials R&D and has been working to identify potential problem materials. These materials are then analyzed to determine if there is an alternate recovery process, other than carting them to a landfill.

Starting the Process

Imtech Graphics trucks are currently transporting small quantities of clean shrink wrap plastic generated at their printing facility to Lindenmeyr Munroe.

This plastic, which would be thrown away and sent to a landfill, will be baled with the plastic from its warehouse recycling program. Once a few bales are produced, they are shipped to Reliable Paper Recycling, where the plastic is placed onto



Connie Jones, vice president, sales, Ultra Poly Corp., and Rob Altman, Lindenmeyr Monroe.

trailers and sent to Ultra Poly Corp.

Ultra Poly Corp. accepts a variety of clean plastic material, such as shrink wrap. The collected plastic is processed on site, made into pellets, and then sold to plastic mold manufactures and as an ingredient in composite wood decking. Its extruders, shredders, and grinders are capable of producing 120 million pounds annually.

When a material is not recyclable by Ultra Poly, it may be sent to Lafarge
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Zero Landfill

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Cement to be beneficially used as fuel. Lafarge processes non-recyclable materials containing plastic into an alternate fuel for use in its cement kiln, where each ton of plastic waste offsets a ton of fossil fuel (coal). The cement kiln burns the plastic fuel at temperatures exceeding 2,700 degrees, resulting in minimal emissions which are monitored 24/7 by the EPA. Most importantly, 100 percent of the ash generated during the process becomes part of the cement, resulting in no landfill by-products and establishing a true zero landfill solution.

From Plastic to Fuel

"The goal of our Plastic Derived Fuel (PDF) Project is to replace coal with a cleaner, more sustainable fuel which

also conserves landfill space," said Vince Martin, environmental and public relations manager, Lafarge.

"Our PDF project, conceived in 1999 and permitted in 2005, has identified tons of suitable materials, including many materials landfilled by the printing industry. Since its inception more than 6,000 tons of non-recyclable plastics has been diverted from landfill. Our plant has the capacity to exceed 10,000 tons annually," he explained. Lafarge does not accept solvents at its Whitehall facility.

Unlike cement kilns, waste-to-energy facilities that produce electricity also produce residual ash that must be removed and put into a landfill. Lafarge's use of plastic fuel has been

proven to be clean, quiet, and safe.

Benefiting Printers

"This process is cost-effective for printers because we're able to take their clean shrink wrap at no cost. Printers' cost savings become evident in their waste reduction," said Troiano of Reliable Paper Recycling.

"Printing companies can now throw away less waste and save money on garbage expenses. Taking it to the cement kiln can cost half as much as landfill cost," he said.

"To take advantage of this alternative to landfill, we work with the industry, by teaching them to manage their material and generate less waste. As a recycling company, we can't burn everything in an incinerator, but what

we do take is manufacture material into a fuel that's completely consumed in the kiln, with no part going to landfill," said Mark Truesdale, marketing manager, Systech Environmental Corp., Dayton, Ohio. Systech is a Lafarge-owned company responsible for supplying alternate fuel to Lafarge in North America.

"It's a win-win situation. Printers send less to landfill, we burn less fossil fuel, and both of us become greener while doing it," he added.

Matan Digital Appoints Prisco-Digital Offset Distributor

PriscoDigital has been appointed North American distributor for Matan Super-Wide Format (SWF) digital printers, the inventor of Super-Wide Format technology.

With this appointment, Matan has taken a major step toward penetrating the North American Offset Printing market. The synergy between Matan and Prisco promises to have a significant impact on the industry.

This development comes at a key juncture for both companies. Matan has greatly expanded its market presence as a result of the success of the Barak product line of SWF printers. Clients today enjoy the benefits of the 11 and 16 foot widths and are able to run both rigid and flexible media on the same machine at throughput speeds up to 3,400 sq ft per hour.

The rapid changeover between media makes these printers highly cost-effective, minimizing on ink consumption and media waste. Additionally, the use of UV-curable inkjet technology, combined with the use of recycled media make Barak particularly environmentally-friendly.

PriscoDigital will provide both existing customers as well as new prospects with service and support.

Steve Zunde, president of PriscoDigital, foresees great potential for this new union. He commented: "It stands to reason that when the best printer support services on the market are matched with the best technical solutions, you'll appeal to many printers who place quality, reliability, and versatility at the top of their priority list."



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