

Sources – California Integrated Waste Management Board Recycled-Content Product Directory and Other Web Resources

1.5 California Integrated Waste Management Board Recycled-Content Product Directory and Other Web Resources

Environmental, Health, and Economic Issues	
	<p>Recycled Content: Buying products made with material that has been diverted from landfills benefits our environment and the economy. Recyclable materials are used natural resources and need to be effectively used again to avoid impacts on the planet such as those resulting from road building for the harvesting of virgin forests, wildlife habitat loss, stream erosion; ocean, air, and water pollution; mineral extraction, petroleum extraction, energy use, etc. Furthermore, recycling creates jobs. From collection of recyclable materials to the manufacture of a finished product, more people are employed in this process than if the same materials were buried in a landfill. Diversion creates twice as many jobs, double the income, and twice the sales per ton of material than does disposal.¹</p> <ul style="list-style-type: none"> Look for products that contain postconsumer material, which is finished material that has completed its life cycle as a consumer item, and that would have been disposed of as a solid waste, but is instead diverted from landfill disposal and recycled or reused in some other manner. Purchasing recycled-content products that are made with postconsumer material directly supports the recycling programs of local jurisdictions.
<p>See the Introduction for a complete description of this environmental issue. [Note to Web design staff: Hyperlink “Introduction” to the chart titled “Environmental Attributes/Considerations and Symbols Used in this Guide” that is in the Introduction.]</p>	

What is the Recycled-Content Product Directory?	How can I search the Directory?	How can I list my company and products in the Directory?	Recycled Content
What types of products are available?	Vendors	Laws and Guidelines	Resources and Web Sites

1 What is the Recycled-Content Product Directory?

The California Integrated Waste Management Board (CIWMB) [Recycled-Content Product Directory](#) (RCPD) was created to inform buyers about available recycled-content products (RCP). The RCPD provides a free Web site for manufacturers, retailers, wholesalers and other distributors to advertise their RCPs, while allowing buyers and consumers to search for RCPs. Remember, recycling only works if recycled materials become feedstock to manufacture new products, and those new RCPs are

purchased. Purchasing RCPs is the critical fourth arrow in the recycling loop, the last step of effectively managing solid waste, and makes the recycling process work.

The RCPD is essentially a marketing tool for those who sell RCPs.

2 How can I search the Directory?

Anyone who has access to the internet can [search the RCPD](#) by product, business name, or key word.

3 How Can I List My Company and Products in the Directory?

The RCPD offers a self-listing menu feature called "[Add / Edit Company Info](#)" whereby companies can access the directory to list their company and products. Once the CIWMB's directory coordinator reviews the information for appropriateness, completes any necessary edits, and final edits are agreed upon, the company and its products will be listed. Once a company is listed, it is expected to periodically review (at least annually) and update its listings for accuracy and completeness. Companies are encouraged to provide sufficient detail in their company and product profiles.

Recycled content percentages can be given in ranges as content may vary during different manufacturing production runs. Providing accurate information is the utmost concern. Companies listing on the RCPD are expected to follow the Federal Trade Commission's [Part 260 -- Guides for the Use of Environmental Marketing Claims](#).

Companies are encouraged to contact [RCPD staff](#) for information on the documentation that is needed to have products listed as [State Agency Buy Recycled Campaign-compliant](#) in the RCPD.

There is no fee for listing a product on the RCPD. The only requirement is to provide accurate product information, and review and update your listing at least annually. This is free advertising.

4 Recycled Content

Products listed on the RCPD must contain some recycled material. [Postconsumer](#) **[Note to Web staff: Hyperlink to description of postconsumer material in the third paragraph of the Recycled Content row in the chart titled "Environmental Attributes/Considerations and Symbols Used in this Guide" that is in the Introduction.]** recycled content materials are most preferred, because diverting these materials from landfills and using them to produce new products makes local recycling programs work. [Secondary material](#) **[Note to Web staff: Hyperlink to description of secondary material in the third paragraph of the Recycled Content row in the chart titled "Environmental Attributes/Considerations and Symbols Used in this Guide" that is in the Introduction.],** also known as post-industrial or pre-consumer material, is acceptable also.

The higher the postconsumer content, the more used resources are being diverted from landfills, thus preventing pollution, employing more people, and conserving energy, resources and landfill space. Recycled content is a high priority environmental attribute to consider during procurement.

5 What Types of Products Are Available?

There are a myriad of products with recycled content on the market. Many have had recycled content for years, but are not necessarily advertised as such. Steel, other metals, glass, newspaper, oil, cardboard, etc., are examples. The RCPs of today include writing, printing and janitorial papers; compost products; various plastic products (lumber, bins, bags, auto parts, etc.); lubricating oil; various glass products; home and building products (including paint, ceiling tiles, carpet); printer toner cartridges (re-manufactured); certain textiles and clothing; tire-derived products (such as rubberized asphalt, mats, ramps, sidewalks, etc.); retreaded tires; and the list goes on and on. Most RCPs meet, or may exceed, original equipment manufacturers' (O.E.M.) specifications.

6 Vendors

This directory contains, and welcomes, companies (those that sell RCPs) based in the United States and internationally. Currently, over 2,650 companies and approximately 6,315 products are listed, and companies and products are added on a regular basis. Small businesses are strongly encouraged to submit listings to the RCPD. California small businesses are encouraged to include their California small business certification number -- issued by the [California Department of General Services](#). Also, companies in other states, where certification numbers might be used, are encouraged to list those numbers in the company detail portion of their company listings. Companies of all sizes are invited to list.

7 Laws and Guidelines

7.1 California

7.1.1 Law

- State law [[Public Resources Code section 42600\(d\)](#)] directs the CIWMB to maintain a directory of RCP vendors.
- The RCPD also contains a [section](#) for California's [State Agency Buy Recycled Campaign](#) (SABRC). The SABRC is a joint effort between the California Integrated Waste Management Board (CIWMB) and the Department of General Services (DGS) to implement State law [[Public Contract Code](#) (PCC) section 12153 et seq.] requiring State agencies to purchase products with recycled content. The law ([PCC](#) section 12205) also requires State agencies to obtain recycled-content certification. If a product in the RCPD is listed as being

SABRC-compliant, then State purchasers do not need to obtain separate recycled-content certification for that product.

- Companies are encouraged to contact [RCPD staff](#) for information on the documentation that is needed to have products listed as SABRC-compliant in the RCPD.
- California law ([PCC](#) sections 22150-22154), also requires local public entities to purchase RCPs and obtain recycled-content certification.

7.1.2 Policies

State of California, Purchasing Authority Manual. [Chapter 3](#) contains environmental policies. The State Agency Buy Recycled Campaign is explained under Topic 8.

State of California, State Administrative Manual. Waste prevention and recycling policies are described in [Chapter 1900](#).

7.2 Federal

[Federal Executive Order 13101](#) outlines the Federal government's commitment to recycling and buying recycled-content and other environmentally preferable products.

8 Resources and Web Sites

The following Web sites provide information that will assist you with your solid waste management and environmentally preferable purchasing programs.

[California Integrated Waste Management Board \(CIWMB\)](#)

Sacramento, CA
(916) 341-6000

The CIWMB's mission is to reduce waste, promote the management of all materials to their highest and best use, and protect public health and safety and the environment, in partnership with all Californians.

[Business Waste Reduction Resource \(BizWaste\)](#)

(916) 341-6363

This resource provides answers and resources for the most common business waste issues. This site also contains fact sheets and case studies, information about office paper reduction, and the famous CIWMB waste reduction and recycling posters and signs.

[Buy Recycled Programs](#)

The [Buy Recycled Programs Home page](#) is a gateway to the CIWMB's buy recycled activities.

The [Buy Recycled Resources pages](#) provide audience- and product-specific resources and links to databases and directories.

[California Materials Exchange \(CalMAX\)](#)

(877) 520-9703 Toll Free

CalMAX is a free service that conserves energy, resources, and landfill space by helping businesses and organizations find alternatives to the disposal of valuable materials or wastes through waste exchange. CalMAX helps businesses find markets for nonhazardous materials they have traditionally discarded, and helps businesses, industries, and institutions save resources and money.

[Environmentally Preferable Purchasing \(EPP\)](#)

These Web pages provide a wide array of information to help public and private entities implement and further develop their EPP practices. Topics covered include EPP laws and sample procurement policies, the State's EPP Task Force, the California Green Lodging Program, tools and resources, news and events, links to other EPP resources, a glossary, recycled-content products, and contacts.

[Waste Prevention Information Exchange \(WPIE\)](#)

(916) 341-6363

The most extensive directory of in-depth waste prevention information on the Web. The WPIE contains hundreds of documents and links. Staff can also conduct limited research for information that is not in the directory.

[Waste Reduction Awards Program \(WRAP\)](#)

(916) 341-6604

WRAP provides an opportunity for California businesses to gain public recognition for their outstanding efforts to reduce waste. Winners receive a certificate and the use of the WRAP logo on products, advertisements and promotional materials.

[Minnesota, Solid Waste Management Coordinating Board of \(SWMCB\)](#)

The SWMCB's [Environmentally Preferable Purchasing Guide](#) is a comprehensive reference tool for government and school purchasers.

[Pennsylvania Department of Environmental Protection](#)

Harrisburg, PA
(717) 787-9580

Pennsylvania's [Recycled Products Guide](#) is a searchable database of recycled products.

[Prison Industry Authority, State of California \(PIA\)](#)

The PIA produces recycled-content and other environmentally preferable products and provides recycled-content certification for its products in its [on-line catalog](#).

[Recycled Products Guide for the United Kingdom](#)

The Recycled Products Guide for the United Kingdom Web site is hosted by the Waste and Resources Action Programme, which was established in 2001 by the government to promote sustainable waste management and create stable and efficient markets for recycled materials and products.

[United States Environmental Protection Agency \(USEPA\)](#)

Washington, DC
(202) 272-0167

List of [Buy/Manufacture Recycled Publications](#).

Visit the [Comprehensive Procurement Guidelines \(CPG\) Web site](#) for Recovered Materials Advisory Notices (RMAN), which recommend recycled-content levels. The site includes a [CPG Supplier Database](#).

The USEPA also maintains a [Database of Environmental Information for Products and Services](#).

[WasteWise](#) is a free, voluntary program helping U.S. organizations eliminate costly municipal solid waste, benefiting the bottom line and the environment. Among other things, WasteWise partners commit to increasing overall recycled content in the products they purchase, either by purchasing recycled products in lieu of virgin products or by increasing the recycled content in those recycled products they already buy. Manufacturers have the additional option to increase the percentage of postconsumer content in the products they produce.ⁱⁱ

ⁱ Based upon the following studies:

George Goldman and Aya Ogishi, Department of Agricultural and Resource Economics, University of California, Berkeley . *The Economic Impact of Waste Disposal and Diversion in California* (April 4, 2001). Available at <http://www.ciwmb.ca.gov/Agendas/MtgDocs/2002/01/00007123.pdf>.

California Recycling Economic Information Study (July 2001). Prepared by The National Recycling Coalition in association with R. W. Beck, Inc. Available at <http://www.ciwmb.ca.gov/Agendas/MtgDocs/2002/01/00007124.pdf>.

See also California Integrated Waste Management Board Recycling Market Development Zones Online Resources Web page. Available at <http://www.ciwmb.ca.gov/RMDZ/Resources/#EconStudies>.

ⁱⁱ United States Environmental Protection Agency. WasteWise Buy/Manufacture Recycled Web page. Available at <http://www.epa.gov/epaoswer/non-hw/reduce/wstewise/wrr/buyman.htm>.