



Home of the Purple Paper Eater



Winner of KRC's Recycling Poster Art Contest



Chelsea Buchanan
9th grade
Halls High School

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KRC Board of Directors

- Eddie Bales
- Debbie Dillener
- Derek Senter
- Cat Wilt
- Meredith Leahy

KRC Executive Director

Frank Sewell

KRC Staff

- Bob Huffman
- Katie Swick
- Micah Reynolds
- D. Nathan Bailey
- Stephanie McCullough

20 Years of the Knoxville Recycling Coalition

This July will mark the 20th anniversary of the Knoxville Recycling Coalition. KRC was established by David Wasserman in 1988 when the need for recycling in the area was recognized during the opposition process to an incinerator proposal for Knoxville and Knox County. Knox County's solid waste plans did not include any recycling or composting until KRC ran a pilot recycling program at Carter Convenience Center. Congruently, KRC convinced Kroger to place labels on shelves to let shoppers know what products could be recycled. The test program determined that recycling could be cost effective, a responsible waste management tool, and that people in Knox County were interested in recycling. Knox County decided to take over the recycling and expand to all the convenience centers, which also included waste oil recycling.

Previously, the oldest multi-material recycling drop-off center, which was established in 1985, was behind the Knoxville Food Cooperative. David Wasserman and volunteers ran the center. After the county recycling centers opened up, the center behind the Coop on Broadway became the Re-Coop center, which collected hard-to-recycle items.

In 1990, KRC and Knoxville Recycled Fiber set up a paper pick-up service for busi

History Continued

KRC Mission Statement

The Knoxville Recycling Coalition seeks sensible, environmentally sound waste management practices. The Coalition works with the public, business, government, and community groups to foster and support recycling in the Knoxville area. The Coalition's efforts involve running recycling programs, developing demonstration projects, and providing public education. The Coalition seeks to move waste management into a new era focused on waste reduction, reuse, recycling, composting and the proper disposal of the hazardous waste.

nesses and government institutions. A few of the first customers included Kinko's and the University of Tennessee. Later participants included ORNL and hospitals. Bob Huffman, our current driver for the Purple Paper Eater, started driving for KRC that year, also.

KRC has accomplished a great deal over the years to support the continued need of recycling in the area. KRC has recycled over 20 million pounds of paper since 1990. In 1992, KRC published a Recycled Product Guide and in 1993 started an informational recycling hotline for the public. In the late 90's, KRC ran a Waste Exchange program with the help of a grant. That service provided an outlet for the exchange of office materials between offices and schools. Over the years KRC has given many presentations and demonstrations, and participated in many community efforts. Additionally, KRC has been a large supporter of Earthfest and America Recycles Day events, and curbside initiatives. This is just a partial list.

Already this year, KRC has given presentations to 19 organizations, participated at 18 local events, and provided 17 separate events

with hand-out materials. We are on our second printing of 1000 2008 Recycling Guides, our comprehensive guide of the surrounding area. We are providing free or reduced service to over 20 non-profit groups and schools, worth \$415 a month. We are also a part of the City of Knoxville's Energy and Sustainability Task Force's Recycling Committee. Additionally, there is a growing request from small businesses to be able to recycle multiple materials. KRC is able to fill that need with both the Purple Paper Eater and the box truck.

The Knoxville Recycling Coalition has been a contributor to Knoxville, Knox County and the surrounding area for 20 years now. With community changes, staff changes, and global changes, KRC is a fluid organization, as our world requires. It will be interesting to see what the next 20 years will bring. There will always be a need that KRC will be excited and ready to help fulfill.

We welcome new project ideas (we know curbside is one of those needs). And many, many thanks to all of KRC's contributors over the years! Stay tuned for a special KRC event celebrating our 20 years! Plans are in the works!

Knox County Waste Audit

On April 19, Knox County held a waste audit at the Neal Rd Halls Convenience Center. It took 5 hours and over 15 volunteers to go through 4,400 lbs of garbage. It was a gross and wet job (it rained the last 2 hours), but with Tyvek suits, masks and cool weather we survived. KRC volun-

teered Katie to go assist. Out of all that garbage: 1,955 lbs or 43.4% was recyclable. 21% was plastic and 7% was household items that could have been given to Goodwill for re-use. "That [all the still usable materials] was the most surprising to me," said Katie "It would



never cross my mind to throw bags of clothing away. They can be recycled in many ways."

Tom Salter, Director of Knox County Solid Waste



KRC Staff Changes

KRC is transitioning to new staff this May and June, but it is going smoothly since the two “new” people have already been working for KRC.

Traci Black our Service Manager has just left to spend more time with her children this summer. Micah Reynolds, our current AmeriCorps volunteer

will be replacing her. He has enjoyed working at KRC so much that he decided to stay. He works hard to assist others in starting recycling programs.

Katie Swick, our Education Program Manager, is moving to Vermont as her husband will be going to law school there. D. Nathan Bailey will be tak-

ing over her position, as well as continuing to pick-up recycling on the box truck with the help of Stephanie. He’s already done a great job of creating flyers with his graphic design experience.

Frank and Bob aren’t going anywhere.

P.S. KRC is in need of board members.....



Traci and Katie before leaving KRC.

Where Does Your Paper Go To Be Recycled?

By Micah Reynolds

Recently Katie, Mike (our UT intern) and I took a tour of the Kimberly Clark paper mill in Loudon, TN. We wanted to know what happens to Knoxville’s paper.

This question is easy to answer; recycled paper is made into toilet paper and paper towels. In fact, 15,000 cases of paper towels are shipped out everyday, but the size and limitless quantities of giant 9ft tall rolls of precut toilet paper were even more impressive! The paper making process itself goes something like this.

The toilet paper produced at the Kimberly Clark plant is made from bailed 100% post-consumer of-

office paper. Our tour guide Alan Smith explained that the largest and certainly the loudest part of the plant uses 10’s of enormous tanks to reduce the paper to small fibers and turn the paper white. These tanks loomed over us hissing steam while separating paper fibers from staples and ink. The waste products are sold for recycling or reused in the plant. At the end of this process the pulp is then squeezed together to form huge rolls of 2-ply paper. After being lowered and rolled to the other side of the plant they are put on machine run assembly lines for cutting and packaging.

So according to one recycling fact, 7000 gallons of

water are saved with every ton of recycled paper. So I asked Alan, “Well where are the water savings?” He replied, “That happens at the pulp mill.” I suppose we need to visit the pulp mill now. In the meantime we can surmise that any water used at a pulp mill is saved when paper products are made with recycled paper.

The 100% post-consumer TP made at the Kimberly Clark plant is typically what we think of as the “cheap stuff”. It is the one and two ply toilet paper often found at large institutions. Kimberly Clark, for whatever reason, does not advertise this, nor does this info appear on most TP pack-

KRC is a proud member of:

Many thanks to our sponsors:

Earthfest 2008

KRC was a sponsor of Earthfest this year. Our contribution: Micah was the director of "The Lorax" production by Belle Morris students. He also organized the film room which included a representative from the film Kilowatt Ours. Frank organized all the materials and sales of the Earthfest merchandise, was on the planning committee, and preformed with his band. Katie organized and supervised the youth area with the support of the AmeriCorps Water Quality team. Nathan made the great posters. Nathan, Traci, and Bob handed out materials, answered recycling questions, sold t-shirts, compost bins, and desk side bins for KRC. The Purple Paper Eater was on display also. It was a busy day for all, but it was successful and fun!



Knoxville Receives Grant For Solar Technology

The City of Knoxville has been selected as one of 12 Solar America Cities by the U.S. Department of Energy and will receive a grant of \$200,000 plus technical assistance to increase use of solar technology.

"We're really excited that the Department of Energy has selected Knoxville to be a 2008 Solar City," said Madeleine Weil, deputy director of the city's Policy & Communications Department. "We've got a great project team set up to help mainstream solar power in Knoxville."

To read the whole press release visit: http://www.cityofknoxville.org/Press_Releases/Content/2008/0328.asp

Supplies for Sale

Reduce your trash by 25%! Compost



Earth Machine Compost Bin, \$50 at KRC

Great Deal for Offices



Desk Side Recycling Tote, \$2
12in x 8in x 15in

Waste Audit Continued

explains, "If we could divert the 44% of recyclable material from our garbage compactors to our recycle bins, we would be able to eliminate as many as 1,500 trips to the landfill each year. This would translate into savings of about \$800,000 on hauling costs and landfill tip fees. In addition, it would triple our recycle weight. Last year we made about \$400,000 selling recyclable commodities."

Who says recycling doesn't pay? Not only does it save money, it is conserving our resources for the future. Our garbage talks. We must listen.

Kimberly Clark Continued

ages, but we do know what this type of toilet paper is produced locally. Keep this in mind when buying TP. You are reducing carbon when you buy the "cheap stuff" made by Kimberly Clark in the Knoxville area.

After the tour and some refectation, I thought of some easy ways to use less paper and to help our warming plant. To "wash out" ink from the toilet paper making process takes chlorine or more expensive peroxide. The plant we visited used chlorine, but if we as consumers did not insist on white TP no chemicals would have to be used. Also, I know that paper towels are convenient, but we could easily reduce our carbon footprint by using hand towels, cleaning rags, and air dryers. Additionally, don't forget to use both sides of paper and only when you have to print. There will still be enough paper for making toilet paper so don't worry about that. Reduce, Reuse and then Recycle!

UPCOMING EVENT

May

- 31, Children's Festival of Reading, World's Fair Park, 10am-3pm. Sponsored by the Knox County Public Library.

"Composting is nature's way of recycling."

Knoxville Recycling Coalition



Multi-Material Office Recycling

Paper Cardboard Aluminum Plastic E-waste Recycling

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frankkrc@comcast.net,
micahkrc@comcast.net

Home of the Purple Paper Eater



The Knoxville Recycling Coalition has been providing quality Office Paper Recycling services to Knoxville businesses for over 17 years.

Currently our service provides pick-up of paper, aluminum, plastic, cardboard, e-waste, and other materials.

Standard Service— we customize pick up based on your materials and needs—we make it easy!

Special Pickup Service is designed for those customers who do not need regular service—great for clean-ups and moves!

All material is transported responsibly to local facilities for destruction and recycling.

Service also includes recycling education for your employees and our quarterly newsletter.

Membership Form

Please fill out the form & mail it to the address above. Make checks payable to the Knoxville Recycling Coalition. All donations are fully tax deductible.

Full Name: _____

Business or Organization (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____

Business Phone: _____

Email Address: _____

T-Shirt size (YL,S,M,L,XL) _____

Membership Type:

Students & Seniors:

\$20

Other Amount _____

Individuals/Family:

\$35

\$50

Other Amount _____

Organizations/Groups:

\$60- \$100+

Other Amount _____

Individuals & Groups:

Lifetime Membership, \$500

Receive a "Friends of the Purple Paper Eater Society" T-shirt with a membership donation of \$35 or more,

KRC Member Benefits

-Drop off your mixed paper and e-waste at our office free of charge. Call ahead before coming.

-Drop off cell phones at our office.

-Receive our quarterly newsletter & email updates

-Involvement in community education.



We want your Membership

Fill out form on this page or go online, and download a form to fill out. Send it with a check to us! We'd really appreciate it. www.knoxvillerecycles.org

Additionally,

If you are interested in volunteering, call us! 525-9694

Or if you'd like our presence or recycling bins at your event, call us. We can help!