



IRN

## THE RECYCLING NETWORK

### Philadelphia Rolls Out One-Stop Recycling

By Chrissy Kadleck

*Waste News*, December 8, 2008

[www.wasterecyclingnews.com](http://www.wasterecyclingnews.com)

Philadelphia businesses and institutions that aspire to sustainability missions and waste reduction plans now have at least 80 ways to boost those efforts.

The Greater Philadelphia Commercial Recycling Council and the Institution Recycling Network recently announced a partnership that makes comprehensive recycling available to nearly all city businesses.

At the heart of the collaboration is IRN's OneStop program, which allows GPCRC members to recycle paper, cardboard, bottles and cans, metals, wood pallets, computers, fluorescent lamps, batteries, even things such as desks and filing cabinets in a single pickup.

David Biddle, executive director of GPCRC, a nonprofit organization that has assisted Delaware Valley businesses and institutions in developing economically viable recycling programs since 1995, said the partnership between the two entities was a "kismet kind of situation."

"We're moving to literally change the paradigm of service in our neck of the woods, just as IRN has done in New England," said Biddle, who said the goal is to sign up at least 200 different companies and institutions. "What we are offering schools, businesses and hospitals is an opportunity to maximize recycling and cut overall solid waste costs by 30% to 50%."

The new branch office in Philadelphia is IRN's first leap out of New England, said Mark Lennon, principal of the cooperative organization based in New Hampshire that specializes in getting recycled materials to markets.

"We have refined our operations to the point where it makes sense and we're able to offer similar services in a city like Philadelphia, which was on our radar screens for a long time because of the concentration of hospitals, colleges and universities, and also there is a very large group of socially aware businesses in Philadelphia," Lennon said.

The partnership is well-timed to coincide with the city's renewed focus on recycling, Biddle said.

"Mayor Michael Nutter has made it clear that the city will be enforcing its recycling laws from now on," he said. "With Philadelphia and the whole country facing a tough economy, there's a huge need for a business model that makes recycling as inexpensive as possible. IRN has the model."

IRN's flexible platform dispatches trucks to pick up all recyclable materials using a single-stream model. It then consolidates materials at its Northeast Philadelphia warehouse into truckload quantities.

Companies are also able to generate income for items that have market value, Biddle said.

Within 72 hours of a pickup, IRN is able to provide a report on everything that a company or institution recycled. "We can press a button and report everything that was done on that pickup," Lennon said. "Then we have built into that a sustainability converter, if you will, which does the conversion to carbon offsets and gallons of gas saved, which is huge for people who really care about their sustainability."