



# IRN

## THE RECYCLING NETWORK

**Contact (IRN):** Mark Lennon  
The Institution Recycling Network  
mlennon@ir-network.com  
(603) 229-1962

**FOR IMMEDIATE RELEASE**

### Northeast Delta Dental Employees Recycle Over 4,000 Pounds of Used Electronics

**Concord, NH (July 30, 2008)** – On June 24, 2008, Northeast Delta Dental held an electronics recycling day at its headquarters in Concord. As part of Delta Dental's Green Initiative, employees were invited to bring in recyclable items from home including fluorescent lamps, batteries, computer monitors, printers, televisions, VCRs and air conditioners. By the end of the day, Delta Dental employees had recycled more than 4,000 pounds of these materials.

"All of us have unwanted items in our basements and garages," says Tom Raffio, Delta Dental's President & CEO. "Many have associated environmental issues, so they should be disposed of with care. Given Delta Dental's corporate commitment to sustainability, we decided that the easiest and most effective way to dispose of items with unique recycling issues would be to encourage employees to bring them to work. We assured them that we would dispose of them properly."

Disposition and recycling were handled by the Institution Recycling Network (IRN) of Concord, which works on recycling issues with organizations throughout New England. The items brought in by Delta Dental employees were sorted and separated to go to the appropriate recycler. According to IRN's COO Dana Draper, most people are unaware that these items have to be handled carefully and separately. Says Draper, "Computer monitors and TVs are a concern because of their lead content and go to a recycler who specializes in electronics. Fluorescents and flat screen TVs and monitors contain mercury; they go to another specialized recycler. Rechargeable batteries contain a variety of toxic materials. Air conditioners contain refrigerants that can deplete the ozone layer and must be removed by a licensed technician."

According to Northeast Delta Dental's Joe Kasper, Director of Corporate Services, the day went like clockwork. "IRN's truck was here at 2:00 p.m. after the last of the items were placed in the collection pile; and, within one hour, their truck was gone. Hundreds of pieces of used electronics, lights, air conditioners and other items were saved from disposal, at a cost that was pretty minimal to Delta Dental. It's the kind of event that says good things about our company and our employees, and it's something that companies could replicate."

#### **About The IRN**

The Institution Recycling Network is a cooperative recycling organization that works with over 200 public, institutional and private sector organizations to improve the performance and economics of their recycling programs. The IRN negotiates for transportation, processing, and marketing of recycled commodities using the collective strength of its member organizations, and provides a single point of contact to recycle dozens of different materials. The IRN handles over 75 commodities – everything from cardboard and fluorescent lamps to concrete and Astroturf. The IRN is particularly known for its effective recycling of unusual or complex commodities such as electronic equipment, construction and demolition wastes, and surplus property.

**Comprehensive Recycling Solutions**

7 South State Street, Suite 2 • Concord, New Hampshire 03301  
Telephone: 603-229-1962 • Fax: 603-229-1960 • web site: [www.ir-network.com](http://www.ir-network.com)