

GreenWorks gazette

A PARTNERSHIP OF THE PENNSYLVANIA DEPARTMENT OF ENVIRONMENTAL PROTECTION

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pennsylvania is
growing greener
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Life is Better When You

Don't get the wrong idea. We would never presume to imply you will always bowl a 300 game or win the lottery if you buy recycled. Our entertaining TV commercials, which



you also can view on our website, are designed to make you laugh as you learn more about the many benefits that accrue from recycling.

In fact, recycling will improve our lives—especially if we complete the cycle by buying products made of recycled materials.

For one thing, reprocessing used materials to make new products and packaging reduces the consumption of natural resources.

There's a cycle in recycling.

It entails more than separating paper, plastic, metal and glass. More than putting them out at the curb or taking them to recycling centers. More than having your town collect them. More than making products out of them.

Recycling entails buying products made from recycled materials.

That's the cycle in recycling.

When you shop, check the label for post-consumer recycled content. You can buy cereal, crackers and shoes in boxes made from recycled paper. Some household cleaners, dishwashing liquids, shampoos and other products can be found in bottles made of recycled content. You can buy toilet paper and facial tissue made from

For another, recycling often produces better products than those made of virgin materials. For instance, the tin in bimetallic cans is more refined—and therefore more valuable—after being processed for recycling.

So, purchase products with the highest percentage of "post-consumer" content—items, such as paper, bottles, tires, cans and newspaper, which have just been used by the consumer and then recycled.

How will you know if you are buying products containing recycled content? Just read the package label! The Federal Trade Commission

(FTC) has issued guidelines to help reduce consumer confusion and prevent false or misleading use of environmental terms in product advertising and labeling. The term "recyclable" includes the reuse, reconditioning and remanufacturing of products or parts in another product.

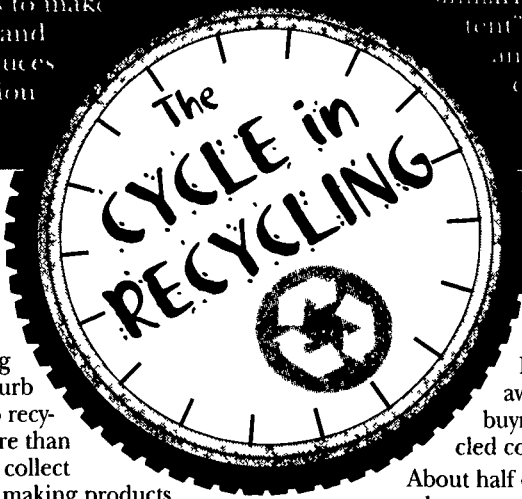
Similarly, "recycled content" includes products and packages that contain reused, recycled, reconditioned or remanufactured

materials, as well as recycled raw material. If advertisers use the term "recycled" to describe a product that has been reused, reconditioned or remanufactured, they must disclose that the product has been recycled through reuse, etc.—unless that fact is clear from the con-



text. So, be an environmental shopper. Reduce, reuse and recycle. And if you think that as an individual you can have little effect on the world's staggering environmental problems, think again. There are things the individual can control. Waste reduction, recycling and reuse can make a difference.

Take it from us—and from the happy actors in our entertaining ads. Buying recycled is the right thing to do. And it feels so good! Call 800-346-4242.



recycled paper. Paper towels are made with recycled content, as are writing paper, envelopes and greeting cards.

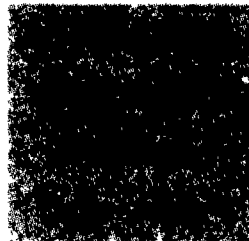
Even when you're not aware of it, you might be buying products with recycled content.

About half of the aluminum in beverage cans comes from used cans that were recycled and melted to make new cans.

Nearly one quarter of the glass in bottles and jars has been used before.

About one quarter of the content of "tin" cans actually is recycled steel.

Gray or brown cardboard egg cartons, fruit trays and flower pots are made from recycled paper that is repulped and reshaped.



Making products out of recyclable materials, which have already been refined and processed, has substantial environmental advantages over the creation of products from virgin materials.

So, buying products made from recycled materials is an easy way to help reduce the environmental impact of the products you use. Sorting. Collecting. Producing. Buying. What goes around comes around.

That's the cycle in recycling. ♻️

Tom Ridge, Governor
Commonwealth of Pennsylvania

James M. Sell, Secretary
Department of Environmental Protection

www.dep.state.pa.us

More Information

You can find all the web links mentioned here at
www.GreenWorksChannel.org