



Business Perspective on Succeeding With the Markets



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John Stanton

Recycling Development and Marketing

- 25+ Years Experience in Recycling Planning, Marketing and Operations
- Previously Responsible for 400,000 tons of Recyclables for GSP- \$100 Million Annual Budget
- Member ANJR
- Early Member NJ Recycling Forum
- BS in Business Administration
- MBA in Marketing





YESTERDAY



Yesterday



Yesterday



Yesterday



Garden State Paper Company



GSP
C.F.S. COLLECTION
**GARDEN STATE
PAPER COMPANY, INC.**



Marcal Paper Products





**NOW STRONGER
MORE ABSORBENT**



Marcalculate®

12

regular

Marcal

small steps®



made with
recycled fiber

PAPER TOWELS

Full Sheets

55 sheets
per roll

8 TOWEL ROLLS/ROLLOS DE TOALLAS 28.1 m² (302.5 SQ FT/PIES CUADRADOS)
55 TWO-PLY TOWELS/TOALLAS DE DOS HOJAS 27.9 cm x 22.8 cm (11.0 IN/PLG x 9.0 IN/PLG)

How did Mandatory Recycling Start in the United States?



1987





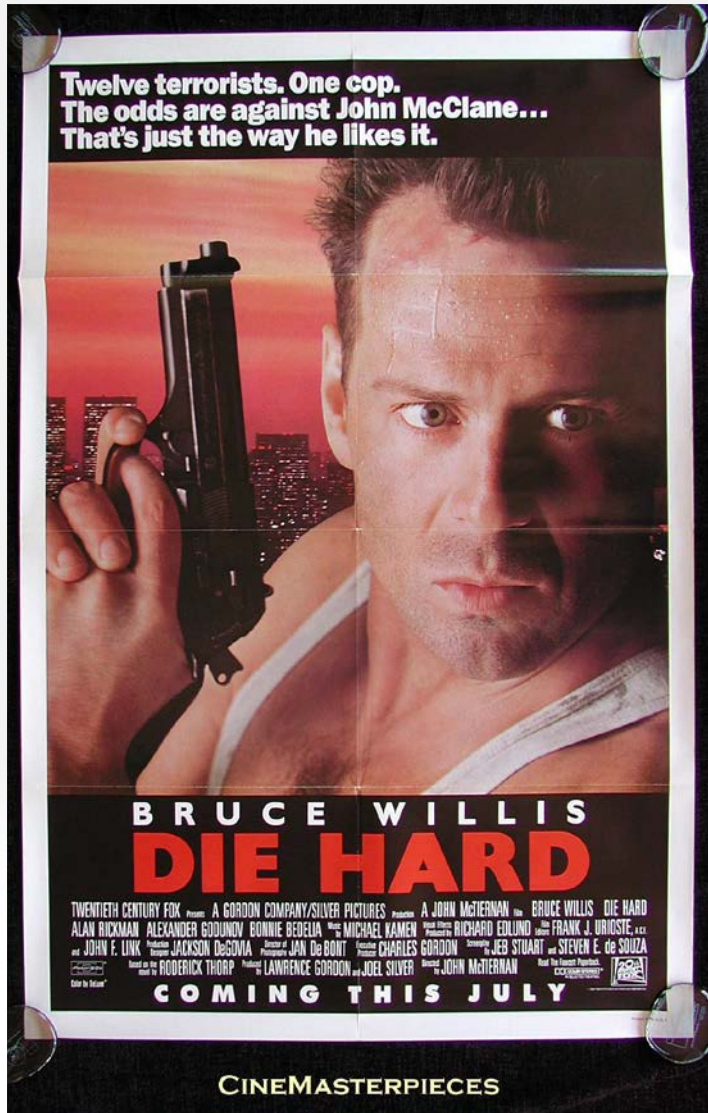


B A N G L E S



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dsc
Digital Music Masters
DIGITALLY MASTERED
ANALOG RECORDING

D I F F E R E N T L I G H T



I got married



New Jersey became the first state to require mandatory recycling



Things Change

- Stamps now cost 49 cents
- Big Bang Theory is the No. 1 show
- Bruce Willis is no longer married to Demi Moore



THROUGH THE YEARS



Source Separated Commodities



Dual Stream



Single Stream



Single Stream Overview

- Up until a few years ago single stream was unknown to most
 - Single Stream is the mixing of commingled containers and fiber together
 - Reduces collection costs
 - Increases MRF processing costs
 - Introduces potential contamination to paper mills - Glass

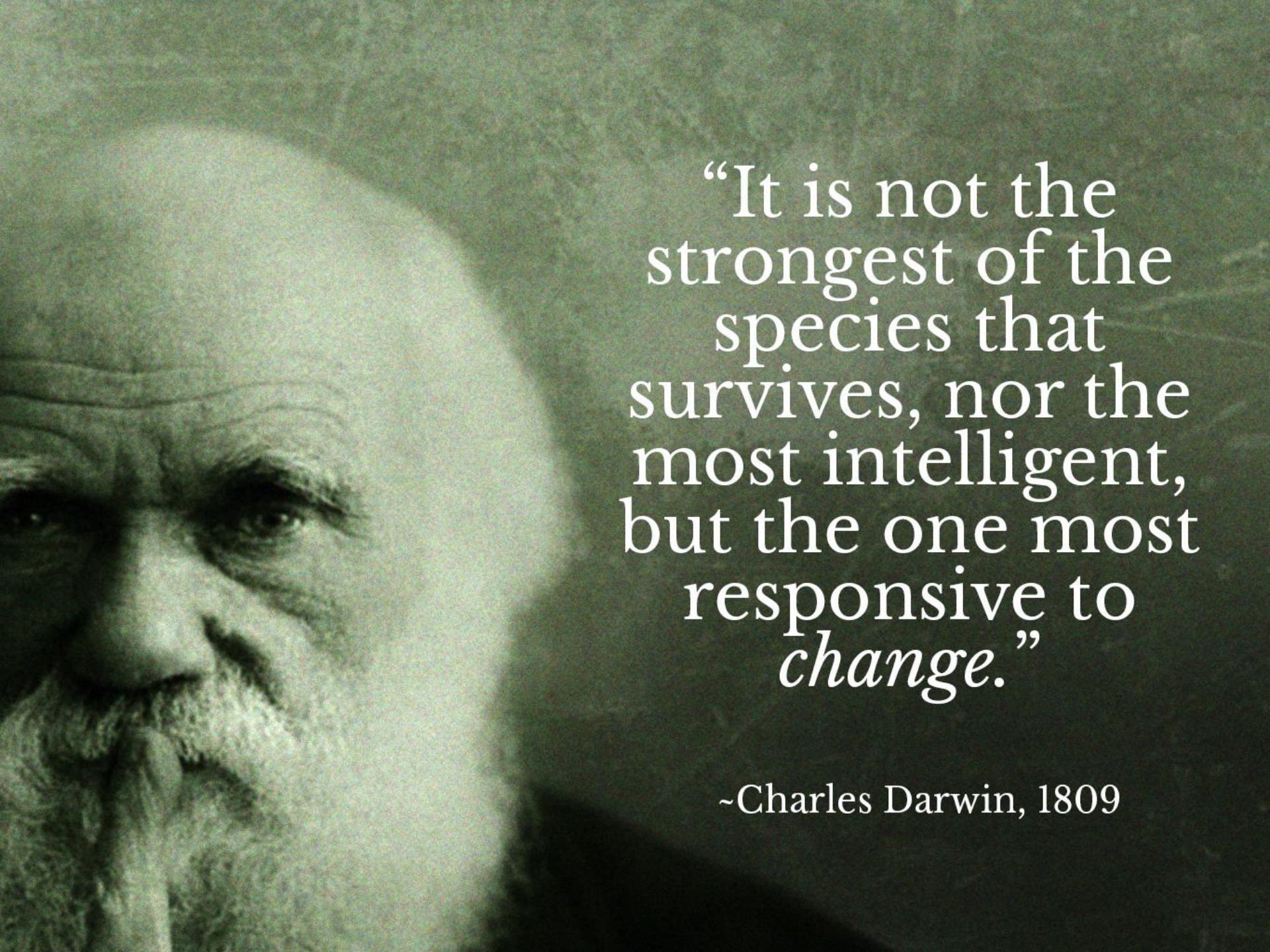






Evolution – Not Revolution





“It is not the
strongest of the
species that
survives, nor the
most intelligent,
but the one most
responsive to
change.”

~Charles Darwin, 1809

ADAPTATION



Adapt



CHANGE



Contracts

Past

- Floor Prices Offered
- Market took all the risks
- Municipalities only had upside
 - Little or no risk

Present

- Sharing of Risks
- Sharing of Rewards
- There can be a charge for accepting recyclables



Sharing Markets

COMMINGLE PURCHASE PRICING FORMULA				
Commodity Value Split				
Commodity	% of Mix	Net Weight	Current Value **	Total Revenue
Glass	56.0%	1,120.00 lbs	(\$30.00) per ton *	\$ (16.80)
Plastics	30.0%	600.00 lbs	\$160.00 per ton***	\$ 48.00
Steel Cans	4.0%	80.00 lbs	\$17.50 per ton***	\$ 0.70
Aluminum	2.0%	40.00 lbs	\$550.00 per ton***	\$ 11.00
Out Throws/Trash	8.0%	160.00 lbs	(\$98.00) per ton *	\$ (7.84)
Total	100.0%	2,000.00 lbs		\$ 35.06
Less Processing				(\$78.00) per ton
Recyclables Value				\$ (42.94)
Share 50%/50%				\$ (21.47)

*Glass and Trash values include Disposal and Trucking.
 **Current Commodity values based on SecondaryMaterialsPricing.com HIGH current price for N.Y. area as published by RecyclingMarkets.net
 ***Plus 30% over current prices to demonstrate market changes



Sharing Markets

<u>Single Stream Formula</u>					
	% of Mix	Lbs.	Publication Price		Values
Glass	20%	400	-\$30.00		-\$6.00
Plastics	14%	280	\$160.00		\$22.40
Steel Cans	2.00%	40	\$17.50		\$0.35
Aluminum	1.00%	20	\$600.00		\$6.00
Trash	11%	220	-\$98.00		-\$10.78
Mixed Paper	52%	1040	\$80.00		\$41.60
Total	100%	2000			\$53.57
Less Processing					\$75
Purchase Price					-\$21.43
Plastic, Steel, & Aluminum prices - Secondary Materials Pricing High NY as published in Recycling Markets.net					
Mixed Paper - PPI Publication first issue of the month under #2 mixed NY High Export					



EPILOGUE



**“Just when you think it
can’t get any worse, it can.
And just when you think it
can’t get any better, it can.”**

~Nicholas Sparks

Thank You

