

WRAP Talk 2001

The New Millennium begins with an open invitation to California's business sector to join in a waste reduction odyssey. The Waste Reduction Awards Program (WRAP), established in 1993 by the California Integrated Waste Management Board (CIWMB), is seeking businesses that have taken steps to reduce the astronomical amount of waste California generates each year. More than 2,800 businesses have been honored with a WRAP award by implementing resource-efficient practices and aggressive waste reduction, reuse, and recycling activities. In the process, these businesses have eliminated unnecessary spending and avoided much of their disposal costs.

Economics and Diversion

Roughly 50 percent of all waste generated in California is from its business sector, which is one of the world's leading economies. With an estimated 60 million tons of solid waste generated in California each year, businesses have plenty of opportunity to reduce waste and enhance their bottom dollar. In the year 2000, WRAP business winners diverted more than 5.6 million tons of waste from landfills. These businesses realized a cost savings of more than \$21 million dollars. Of course, these accomplishments represent just a small fraction of the more than one million businesses in the State of California.

Reflection of the Past and the Present

WRAP presented 1,898 awards to California businesses in the year 2000, more than triple the number of 566 WRAP winners in the previous year. In all, WRAP has presented more than 4,200 awards to California businesses.

Companies and affiliates can apply for WRAP awards in two ways: as individuals or as multi-site businesses. In fact, WRAP encourages repeat applicants to give companies a chance to showcase their successful waste reduction programs. Many businesses have received awards in consecutive years, and

some have won for multiple locations throughout the state. Business winner profiles are available for viewing on the WRAP Web site at www.ciwmb.ca.gov/WRAP/. California regional press releases are available at www.ciwmb.ca.gov/Pressroom/.

WRAP of the Year Honorees

Ten exemplary businesses received the WRAP of the Year honor in 2000. From a wide range of commercial and institutional sectors, they are all outstanding and creative models of business efficiency and waste reduction commitment. This latest group brings the total number of WRAP of the Year winners since 1996 to 50.

- Albertson's Food and Drug Stores (Statewide)
- Allergan Incorporated (Irvine)
- Apple (Elk Grove)
- Bentley Mills, Inc. (City of Industry)
- Direct Relief International (Santa Barbara)
- I.M. David Furniture (Gardena)
- North Coast Cooperative, Inc. (Arcata)
- Ocean Beach People's Organic Food Cooperative (San Diego)
- The Westin San Francisco Airport (Millbrae)
- Yosemite Concession Services (Yosemite National Park)

Business Use of WRAP Recognition

All WRAP-winning businesses receive a WRAP winner certificate and a WRAP window decal. In addition, the CIWMB provides sample news articles and disseminates statewide press releases to the media. But perhaps the most far-reaching aspect of the WRAP award is the camera-ready logo winners receive for use in promoting their waste reduction efforts and environmental commitment.

Business winners have used the WRAP logo creatively. For example:

- o Aquarium of the Pacific (Long Beach), a first-time WRAP winner, places the WRAP logo in the Aquazette, their in-house staff newsletter.
- o Pacific Bell Corporation (San Francisco), a four-year WRAP winner, displays the WRAP logo on the back cover of its White Pages and Smart Yellow Pages telephone directories sent to more than 34 million Californians.
- o Mad River Brewing Company (Blue Lake), a six-year WRAP winner, displays the WRAP logo on its cardboard packaging.



- o Printer's Ink (Woodland), a four-year WRAP winner, places the WRAP logo on their office invoices, envelopes, and business cards for their business use.



The Environment is Your Livelihood

Sierra at Tahoe Ski Resort is a recognized leader in winter recreation and waste reduction. Sierra at Tahoe proudly touts their environmental commitment by displaying a prominent waste reduction message on their 2000–2001 trail map, in their full brochure, at the base of their slopes, and on their Web site. Not only has Sierra at Tahoe won the WRAP award for five consecutive years, but they were awarded with a “WRAP of the Year” honor in 1996.



WRAP-Winning 2000 Businesses

Each year, WRAP winners are publicized with a business profile on the WRAP Web site (www.ciwmb.ca.gov/WRAP/). Press releases are also issued to the general media statewide, and winners are encouraged, as well as their local governments, to pursue further publicity at the local level. Following are featured businesses for WRAP Talk 2001.

Cottura Ceramic Art Imports (Los Angeles), a six-year WRAP winner, is the country's largest importer of handmade hand-painted Italian ceramics. Cottura recycles its packaging and offers gift certificates to customers returning their shipping materials. The business purchases postconsumer recycled paper products and reuses shipping boxes. Staff recycles cans, bottles, and plastic items using the proceeds for employee snacks and incentives. At lunch, staff dines on reusable Italian dinnerware with a Renaissance-inspired mug.

The MacCallum House Restaurant (Mendocino), a first-time WRAP winner, considers sound environmental practices a key to its longevity. Employees sort bottles, cartons, and compostable material, and they break down cardboard. They also collect styro-foam packing peanuts for reuse and procure recycled paper supplies.

Korbel Champagne Cellars (Guerneville), a four-year WRAP winner, is the largest producer of Methode Champenoise and the fourth largest producer of brandy nationwide. A recycling coordinator has implemented a program that has reduced landfill costs by 60 percent. Korbel recycles 40 to 50 tons of scrap metal, 15 to 20 tons of plastic, 1,000 tons of cardboard, and 70 to 80 tons of glass annually.

Local Government Furthers Business Recognition

The WRAP program's success is largely due to local government's role in identifying businesses worthy of award recognition. Local leaders provide tremendous support to California's waste reduction effort by recognizing businesses at ceremonies, city council meetings, and other events.

The following cities and counties hosted events further acknowledging local WRAP winners in 2000:

- City of Carson
- City of Irvine
- City of Ontario
- City of Santa Fe Springs
- City of Torrance
- City of Ventura
- City of Vernon
- County of San Bernardino
- County of San Mateo

The South Bay Business Environmental Coalition (SBBEC) held a ceremony in El Segundo for WRAP winners from thirteen cities. SBBEC plans to make this an annual occurrence.

WRAP Program Coordinator and Contact Information

Piper L. Miguelgorry, WRAP Coordinator
Web site: www.ciwmb.ca.gov/WRAP/ or E-mail: WRAP@ciwmb.ca.gov
(916) 341-6604 or 341-6607

Application Tips for WRAP 2001

The WRAP application period is open annually from April 1 through June 30. Businesses and nonprofit organizations are eligible to apply. Here are some of the details we will be asking:

1. Your current business Web site and e-mail address
2. Your current mailing address, phone, and fax numbers
3. The amount of waste diverted and cost savings to your business, if possible
4. An environmental statement or policy (requirement)
5. A media paragraph for use on the WRAP Web site
6. A thorough listing of multiple sites also practicing waste reduction, when applicable
7. Examples of WRAP logo use (attach, if possible)
8. Your comments are encouraged

Visit our Web site at www.ciwmb.ca.gov/WRAP/

- Educate your employees on waste reduction practices.
- Use washable cups, dishes, and utensils in the office.
- Eliminate or minimize packaging
- Locate and buy recycled content products.
- Print on double-sided copies.
- Compost green waste and other organic materials.
- Create a worm bin for food scraps.
- Be resource efficient. Prevent waste.

Please update the WRAP program with your current **e-mail address, contact name/title, business name, mailing address, and/or phone number** as soon as possible. Return the tearoff sheet with your updates or new business info. You may also reach WRAP online at WRAP@ciwmb.ca.gov or at www.ciwmb.ca.gov/WRAP or phone the WRAP Coordinator at (916) 341-6604.

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Waste Reduction Awards Program (WRAP), MS-14
California Integrated Waste Management Board
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Apply for a WRAP 2001 Award!

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The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut your energy costs, see our Web site at www.ciwmb.ca.gov.

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