



**NORTH CAROLINA  
RECYCLING BUSINESS  
ASSISTANCE CENTER**

A cooperative effort  
of the N.C. Department  
of Environment and  
Natural Resources and  
the N.C. Department of  
Commerce.

# Recycling Works

Volume 8, Number 1

Winter 2002

## British Investor Group Cuts Ribbon on Scrap Tire Recycling Plant in Montgomery County

*Atlantic Alliance Recycling Inc. officials cite quality of environment  
and friendly reception as deciding factor in choosing its new central  
North Carolina home*

*By Matt Ewadinger, RBAC Manager*

The Montgomery County Economic Development Corporation (EDC) hosted an October ribbon-cutting ceremony attended by many state and local dignitaries at the Troy Business Center. "We are pleased to welcome a company to Montgomery County that not only will create jobs and capital investment, but one that will contribute to environmental sustainability across the entire state," said Judy Stevens, EDC Executive Director.

Atlantic Alliance Recycling Inc. is in the process of establishing corporate headquarters in Troy, where it is building a state-of-the-art scrap tire processing and manufacturing facility. The company was formed by a group of investors from Great Britain with considerable experience in the waste management, recycling and environmental sectors.

*(See Atlantic Alliance, Page 8)*



State and local officials join the management of Atlantic Alliance Recycling at the company's ribbon-cutting ceremony.

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## International Trade

### *Make the World Your Sales Territory*

The N.C. Department of Commerce's International Trade Division will hold its third annual Road Show in April 2002 at various locations around the state, as a way to help North Carolina businesses interested in increasing exports and expanding their presence in the international marketplace.

North Carolina companies that are qualified as export-ready will have opportunities to engage in individual consultations with North Carolina's six foreign trade representatives, based in Canada, Korea, Japan, Hong Kong, Mexico and Germany. Companies will have an opportunity to learn about market opportunities and to discuss international goals and strategies, as well as to find and develop partnerships to promote their businesses and distribute their products.



Last year North Carolina companies exported \$17.9 billion worth of goods around the world, marking an increase of nearly 20 percent over the previous year. Commerce's International Trade Division assists these companies in taking advantage of worldwide opportunities by providing over 100 years combined experience in foreign markets that helps to ensure success of North Carolina companies in the global marketplace.

Consultations and service to North Carolina companies is provided at no cost. To meet with the international trade representative, companies will need to be qualified as export-ready. Companies who are not export-ready will be directed to the division's statewide export-ready training program. Registrations of export-ready firms will be taken on a first-come, first-serve basis. To register, contact SoiLan Lama, environmental industry specialist, at [slama@nccommerce.com](mailto:slama@nccommerce.com) or (919) 733-2360. For further information on the services of the International Trade Division, visit [www.exportnc.com](http://www.exportnc.com).



**Sustainable Jobs Fund L.P.**

*Capital for job creation  
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**A community development venture capital fund which finances recycling, remanufacturing, environmental and other companies that:**

- **require equity or subordinated debt capital to fuel profitable growth**
- **create quality jobs for low-income citizens or locate in economically distressed regions of the eastern United States**

For more information,  
call 919.530.1177  
or visit [www.sjfund.com](http://www.sjfund.com)

## LOANS FOR RECYCLING COMPANIES

**A Project of the N.C. Environmental Loan Fund**

Commercial & SBA Loans from \$10,000 to \$2.5 million for Collection, Processing, Composting, Reuse, Organics, Recycling Equipment & End-Use Manufacturing.

Need a loan with reasonable interest rates and flexible underwriting standards? We may have the answer! Self-Help has the expertise and programs to help recycling businesses throughout North Carolina. Call today to learn how a Self-Help loan can strengthen your enterprise.



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**1.919.956.4400**

[www.self-help.org](http://www.self-help.org)

N.C. Environmental Loan Fund: Self-Help established the N.C. Environmental Loan Fund to provide financing to small businesses and other organizations that preserve our natural resources. Projects that are targeted for financing include recycling firms, land conservancies, environmental consulting and services, environmental equipment firms, and sustainable development products and services. Self-Help has extended more than \$6 million in financing to this growing and important segment of our economy.

## N.C. Waste Reduction Grants Available

The N.C. Division of Pollution Prevention and Environmental Assistance (DPPEA) administers the Solid Waste Management Trust Fund, which is used to make small grants in support of waste reduction efforts. In a normal year, approximately \$500,000 to \$600,000 is available in grants through four to six separate grant cycles.

DPPEA hopes to conduct a series of grant cycles in Fiscal Year 2001-02, with all grant requests for proposals (RFPs) to be released after January 2002. However, the Solid Waste Management Trust Fund may have its funds frozen or may lose some of its fund balance to cover the general state budget shortfalls expected this year. Hence, grants may not be given this year, or RFPs may be further delayed. Other factors, such as a hiring freeze on position vacancies of grant administrators, may also delay the release of RFPs.

If grant cycles proceed this year, the following table shows the planned cycles that will be offered and the DPPEA contact person for each. All grants will require a cash match, ranging from 10 to 25 percent. Some grants are available to local governments and nonprofits only, and some are open to the private sector as well.

Parties interested in potential grants are advised to check the DPPEA Web site's financial page (<http://www.p2pays.org/main/financial.asp>) periodically for

updates, or call the appropriate contact listed in the table.

***“DPPEA hopes to conduct a series of grant cycles in Fiscal Year 2001-02, with all grant requests for proposals to be released after January 2002.”***

Additional information on private financing sources for recycling businesses is available from the Recycling Business Assistance Center. Contact Matt Ewadinger at (919) 715-6504 or visit RBAC online at [www.p2pays.org/rbac](http://www.p2pays.org/rbac) for details.

### Related Grants

The N.C. Department of Agriculture provides grants for the collection/recycling of used agricultural pesticide jugs, with a maximum grant of \$12,500. For more information contact Valerie Vann, Pesticide Section, (919) 733-3556.

### DPPEA Grant Rounds, 2001-02 (*Projected*)

Type of Grant	Total Funding Available*	Contact Name	Contact Telephone
Organics	\$90,000	<a href="#">Scott Mouw</a>	(919) 715-6512
Construction and Demolition	\$200,000	<a href="#">Jason Hale</a>	(919) 715-6542
Solid Waste Reduction Assistance	\$140,000	<a href="#">Jim Hickman</a>	(919) 715-6528
Paper Waste Reduction	\$90,000	<a href="#">Jason Hale</a>	(919) 715-6542
Electronics Recycling	\$20,000	<a href="#">Scott Mouw</a>	(919) 715-6512
Buy Recycled	\$40,000	<a href="#">Sarah Ketchem</a>	(919) 715-6505

\* Actual totals may change due to state budget shortfalls

## DPPEA Awards 2001 Paper Waste Reduction Grants

The N.C. Division of Pollution Prevention and Environmental Assistance (DPPEA) awarded 10 paper waste reduction grants – totaling \$75,000 – in November 2001. A total of 17 proposals sought \$191,183 in grant funding. The selected projects include:

- **“Foundation for Paper Waste Reduction”** - Implementation of paper recycling in county schools. Contact: Autumn Taylor, Ashe County Schools, (336) 246-7175.
- **“City of Asheville Internal Recycling Bin Distribution”** - Implementation of mixed paper and newspaper recycling in city buildings currently devoid of recycling options. Contact: Audran Stephens, city of Asheville, (828) 259-5936.
- **“Mixed Residential Paper”** - Implementation of residential mixed paper collection at county drop sites. Contact: Steve Swaim, Davidson County Solid Waste Management, (336) 242-2856.
- **“Paper Recycling”** - Implementation of an office paper recycling program for county schools and offices. Contact: John Faulkner, Franklin County Solid Waste Department, (919) 496-5002.
- **“Gaston County Farmers’ Market Recycling Center”** - Establish a new county drop-off center that will accept ONP, OCC and mixed paper. Contact: Ray Maxwell, Gaston County Recycling, (704) 922-3442.
- **“Paper Recycling Sort Line”** - Install a sorting line for recyclables at facility. Contact: Jeffery Miller, J&J Recycling Co. Inc., (336) 667-4432.
- **“Bulk Material Storage Bins”** - Increase recovered fiber segregated storage capacity to accommodate increased tonnages. Contact: Jim Trakas, MASLO Company Inc., (704) 398-9895.
- **“Newspaper Recycling”** - Establish an in-house collection system for ONP recycling at county convenience centers. Contact: Mike Gladden, McDowell County Public Works Department, (828) 659-2521.

- **“Paper Recycling for Downtown Salisbury”** - Implementation of a paper recycling program for businesses in the downtown Salisbury area. Contact: Lori Swaim, Rowan County Department of Environmental Services, (704) 638-3078.
- **“Baler Purchase”** - Purchase a baler that will facilitate the operation of a new county processing facility. Contact: Charles Mashburn, Stanly County, (704) 986-3618.

It is anticipated that another paper grant round will be held in the spring of 2002 with \$90,000 in available funding. For more information on paper grants or paper recycling, contact Jason Hale at (919) 715-6542 or [jason.hale@ncmail.net](mailto:jason.hale@ncmail.net).

To learn more about all financial assistance DPPEA offers, see the article entitled “Grants Available Through State of N.C.” on page 3 of this newsletter or visit <http://www.p2pays.org/main/financial.asp>.

### Does Your Waste Have a Home?

*Coming Soon to a Computer Screen  
Near You...*

[www.ncwastetrader.org](http://www.ncwastetrader.org)  
N.C.’s Industrial Waste Exchange

### Have Your Waste Ready!

*for more information, call:*  
Scott Mouw, (919) 715-6512



## RBAC Says Farewell to Two Valued Staff Members

In September we said a fond farewell to John Blaisdell, who has been the technical assistance leader for C&D and electronic waste issues, as well as the “keeper” of the Recycling Markets Directory. John has taken a position with a private consulting firm closer to home in Massachusetts.



More recently, we also bid adieu to Gerry Sutton, who has most capably served as RBAC’s liaison with the N.C. Department of Commerce. Gerry has taken a position with Atlantic Alliance Recycling Inc. (see cover story).



John and Gerry’s professionalism and expertise will be missed. Best of luck, John and Gerry!

## DPPEA Creates Pollution Prevention Listserv

The N.C. Division of Pollution Prevention and Environmental Assistance has created a new listserv for those interested in discussing and sharing information regarding environmental issues. The primary focus of the listserv is to allow members to post questions about pollution prevention, share P2 solutions and to announce information that may be of use to other members.

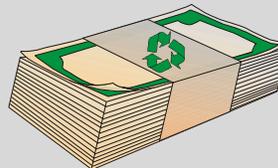
So far, the listserv – “P2Assist” – has been a powerful problem-solving tool for businesses, industries, governments, consultants and other environmental stakeholders.

There is no cost to become a member of P2Assist. Membership signup is available on the [www.p2pays.org](http://www.p2pays.org) Web site under “Hot Topics.”

For further information, call Tom Rhodes at (919) 715-6516 or e-mail [tom.rhodes@ncmail.net](mailto:tom.rhodes@ncmail.net).

## New Buy Recycled Resource:

[www.p2pays.org/BuyRecycled](http://www.p2pays.org/BuyRecycled)



So you’ve been recycling for a while and you’re looking for a little something to spruce up

your environmental commitment?

Why not consider buying recycled and environmentally preferable products as your next step toward closing the waste reduction loop.

Buying products made from recycled materials helps to support the recycling cycle and improves and sustains local markets, while environmentally preferable procurement (EPP) involves purchasing products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. Both can and should play an important role in any businesses waste reduction strategy.

You will find that many of the options available can potentially save your organization money both up front and in the long run. In order to get your organization started, DPPEA has recently unveiled a new and improved Web site dedicated to these topics. Information available includes: product guides and resources, a glossary of EPP terms, sample contracts and policies, and presentations that can be used for educating others about these topics. Information on DPPEA’s annual Buy Recycled grant round is also available.

Check out: [www.p2pays.org/buyrecycled](http://www.p2pays.org/buyrecycled) and start closing the loop at your organization today! Contact Sarah Ketchem at (919) 715-6505 or [sarah.ketchem@ncmail.net](mailto:sarah.ketchem@ncmail.net) for more information.

# Re-refined Motor Oil Added to State Contract

*When Price, Quality and Availability Were Compared, Re-refined Oil Came Out on Top*

*By Brian Ketchem, Buy Recycled Intern*

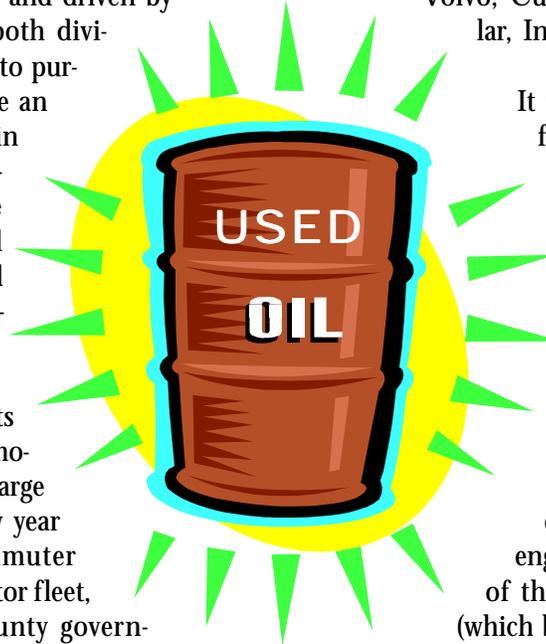
The N.C. Division of Purchase and Contract, in partnership with the N.C. Division of Pollution Prevention and Environmental Assistance, has been diligently working to increase the amount of recycled content products purchased by state agencies and universities. Under the direction of Executive Order 156 and driven by a group of committed folks in both divisions, state agencies are now able to purchase “greener” products and take an active role in stimulating growth in local and regional recycling markets. From this research we have gained valuable knowledge and good data that continues to build confidence in the newest technologies and products.

One of the most recent contracts to be awarded was for re-refined motor oils. North Carolina buys a large amount of this commodity every year to lubricate school buses, commuter buses, and vehicles in the state motor fleet, DOT, state police, city and county governments, and much more. These fleets are comprised of everything from cars and light-duty trucks, large diesel trucks and construction equipment, to lawnmowers and weed-eaters.

The task of purchasing oil for these types of equipment in an ever-changing petroleum and automobile industry had become a daunting task. When first approached about purchasing re-refined oil rather than virgin manufactured lubricants, doubts were expressed amidst tales of past oil reuse nightmares. Contract engineers had the usual concerns of quality, availability and price when discussing purchase of a new product. It was imperative that the quality be equal to or greater than that of currently awarded lubricants, be available from an adequate number of suppliers to follow statutes on competition in state bidding, and be priced comparable or lower than currently purchased brands.

The first and most important step in writing the re-

refined motor oils contract was determining engine manufacturer certification and testing requirements to ensure the awarded product did not void any warranties. This process was slow, though easier than expected, and included input from Ford, GM, Chrysler, Mercedes, Volvo, Cummins, Detroit Diesel, Caterpillar, International/Navistar and others.



It was discovered that engine manufacturers have worked over the last 25 years to standardize testing, certification and labeling of lubricants. Historically, as the number of carmakers grew, so did the number of engine types and oil needs. As more and more people owned cars, the number of products available on the market grew as well. Automobiles changed every year and many times so did the demands and requirements of their engines. This, along with the passage of the Magnusson-Moss Warranty Act (which barred manufacturers from specifying only their brand of lubricants for use in

their engines), provided the inspiration for the automobile and petroleum industry to focus on this standardization.

Out of this effort came the American Petroleum Institute and its world-recognized certification and labeling system – the global benchmark for lubricating oils in engines across the world. API now has two basic levels of certification: SJ is for gasoline engines and covers all light-duty cars and trucks, and CH-4 for most diesel-powered vehicles and equipment. These are the latest in the progression of API certifications that cover all new cars and all vehicles previously covered under earlier certifications. This system helps assure that purchasing an API licensed product will safely serve the needs of the state and also provide the needed bid specifications.

The contract engineers were still not completely con-  
(See *Oil*, next page)

*Oil, from page 6.*

vinced that even API-certified re-refined oil did not risk voiding warranties. Some believed that since the act itself was written long before re-refining was an option this issue was not directly addressed, even though legal counsel assured that was not the case.



Re-refined oil manufacturing facility

Further research found that letters from the major automobile manufacturers stated "re-refined product that was certified by API was indistinguishable from a virgin product" and would therefore not void any warranties. Mercedes-Benz stated that all of their new vehicles off the factory floor, not bound for the American market, are filled with only 100 percent re-refined motor oil.

Many large engine manufacturers had already published official declarations as service bulletins or within their lubricant specifications stating that the use of a certified re-refined product was indeed allowed and even encouraged. One manufacturer's lubricant spec has an entire section devoted to explaining how their independent research had shown that waste oil is cleaner than geologic crude and that it is less energy intensive to achieve a lubricant grade than refining virgin crude.

After overcoming the myriad of specs and coming to a consensus on what product was desired and how to get it, it was still uncertain how many manufacturers would bid on the contract and at what prices, but the major hurdles had been cleared and a bid document was released. Three bids were received, satisfying the competition statutes, and the lowest bid was cheaper in almost all categories than the currently available virgin lubricant suppliers. As an added bonus, the awarded vendor is located in Dunn – this allows the monies spent on oil every year by the state to remain in the North Carolina economy.

### Re-refined Oil and the Retail Consumer

It is still difficult for the retail consumer to find re-refined oil on the shelves but work is being done to change that. Wal-Mart states that some of its larger centers across the country carry it, and Jiffy-Lube states that it is used at many store locations in the state. If you don't see it, ask for it.

The more people that ask for re-refined oil, the more likely it will be stocked on local store shelves and in automotive service departments. If you wish to purchase a larger quantity for home or business use, contact Warren Oil directly at (910) 892-0279.



Don't miss the recycling event of the year!  
Mark your calendars now for the

### CAROLINA RECYCLING ASSOCIATION'S 12TH ANNUAL CONFERENCE & TRADE SHOW

March 24-27, 2002 - Grove Park Inn,  
Asheville, NC

Save paper! Save postage! To see the conference agenda and obtain a registration form, visit the CRA's Web site at [www.cra-recycle.org](http://www.cra-recycle.org).

To have a brochure mailed to you, call (919) 545-9050 or fax requests to (919) 545-9060.

**Carolina Recycling Association**  
P.O. Box 1578  
Pittsboro, N.C. 27312

*Atlantic Alliance, from cover*



**Above:** Artist rendition of Atlantic Alliance Recycling's new state of the art tire recycling facility

Investment in developing the Troy facility is expected to total \$10 million by 2002. The plant will process a minimum of 17,500 tons of North Carolina scrap tires in its first year of operation, with a potential to recycle up to 50,000 tons per year – roughly 5 million passenger tires – by year three. Approximately 45 jobs will be created initially, with that number expected to grow to 75 within three years.

According to company literature, Atlantic Alliance Recycling will use cutting edge grinding and cryogenic freezing systems custom designed and built in the United States to exacting specifications. The process, aided by magnets and sophisticated air-handling systems, will remove virtually all steel and polyester fiber, resulting in clean crumb rubber products ranging from 3/8 inch to a fine powder material, termed 120 mesh.

The company plans to produce high-grade products that can be used in a variety of applications ranging from asphalt pavement and playgrounds to manufacturing new tires and other molded rubber products including wheel chocks, floor mats, conveyor belts and industrial hoses.

State and local agencies were both instrumental in moving the project forward in a timely fashion. "We only made our first contacts in April, and were pleasantly sur-

**Below:** Department of Commerce Secretary Jim Fain addresses company officials and State dignitaries at Atlantic Alliance Recycling's ribbon-cutting ceremony



prised to have broken ground on our manufacturing facility so quickly," according to Jack Brabham, vice president with responsibility for marketing and development.

Brabham added, "We are particularly thankful to Gerry Sutton, RBAC's liaison to the Department of Commerce and EDC's Judy Stevens, who have worked closely with our company throughout the development process."

In addition, Steve Price, vice president for sales, also identified a number of other reasons for selecting the central North Carolina site. Those reasons include:

- A ready supply of tire chips that are currently collected in a well-managed system.
- A highly skilled and willing workforce.
- An \$800,000 performance-based Scrap Tire Market Development grant from the Division of Waste Management.
- A number of market opportunities developing in the region.
- North Carolina's central location between Great Britain and the rest of the United States.

For more information on Atlantic Alliance Recycling Inc. contact Steve Price at (910) 571-0418 or via e-mail at [aarecycling@hotmail.com](mailto:aarecycling@hotmail.com).

## RBAC / SBTDC Offer SymmeTree® Course

The N.C. Small Business and Technology Development Center (NC SBTDC) presented the SymmeTree® business course at the Rose Hill Conference Center in Nashville on Oct. 16-17, 2001. The N.C. Recycling Business Assistance Center (RBAC) provided scholarships to the course for three North Carolina recycling businesses. Attending as part of a class of 16 businesses, scholarship recipients included East Industries, Tri-County Industries and American Rockwool.

SymmeTree® is a highly interactive, two-day executive program that not only identifies change management skills but also allows participants to experience and practice them. The course teaches attendees how to sharpen focus and enhance performance through personal assessment. Attendees also learn how to use strategic thinking and decision-making tools to help address critical issues and how to enhance their ability to lead through inevitable periods of change.

In the coming year, NC SBTDC will be offering SymmeTree® and NxLevel courses in several areas of the state. North Carolina recycling businesses are invited to apply for scholarships to attend either course by contacting RBAC at (919) 715-6516 or SBTDC at (919) 715-7272.



### SCHOLARSHIPS For Recycling Entrepreneurs

**Register now** for the next course offerings. These exciting, business-building courses are designed to give entrepreneurs the skills needed to grow their recycling businesses.

To apply for your scholarship, call:  
**(919) 715-6516 (RBAC), or**  
**(919) 715-7272 (SBTDC)**

## Market Prices in *Recycling Works*: Where Do They Come From?

*On the back page of every issue of Recycling Works, a listing of market prices appears for a variety of common recyclable commodities. These prices have been published since the summer 1995 inception of this newsletter, but their origin has never been explained to the readership until now.*

During the planning stages for the first issue of *Recycling Works*, it was decided that pricing should be included to provide North Carolina's recycling businesses with a quarterly benchmark for the standard curbside mix of recyclables. Of course, these figures would be published for reference only, as opposed to serving as a firm quote.

Before seeking out these prices, the RBAC staff needed to determine uniform quantity and form standards for each material. After some deliberation the staff decided to seek information on baled materials in truckload quantities. The exception to this is glass, which would be reported in crushed form since glass cannot be baled.

The next step was to identify reliable processors who could report on each material in the desired form and quantity. Recycling facilities in the western, central and eastern regions of North Carolina that processed at least 1,500 tons of material per month were selected and approached, and the figures they provided were then published. This exercise is repeated shortly before each issue of *Recycling Works* goes to print; the back page of this newsletter presents the most recent pricing information from these efforts.

If you have any questions regarding market pricing in *Recycling Works*, contact Jason Hale at (919) 715-6542 or [jason.hale@ncmail.net](mailto:jason.hale@ncmail.net).

*Recycling Works* is published by the N.C. Recycling Business Assistance Center (RBAC), a program of the Division of Pollution Prevention and Environmental Assistance of the N.C. Department of Environment and Natural Resources (DENR). For more information call (919) 715-6500 or (800) 763-0136, or write to DPPEA, 1639 Mail Service Center, Raleigh, NC 27699-1639.

Michael F. Easley, Governor, North Carolina

William G. Ross Jr., Secretary, Department of Environment and Natural Resources

Division of Pollution Prevention and Environmental Assistance

Gary Hunt, Director

Scott Mouw, Chief, Community & Business Assistance Section

Matt Ewadinger, RBAC Manager

Jason Hale, RBAC Market Development Specialist

Tom Rhodes, RBAC Market Development Specialist

Diana Kees, DPPEA Information & Communications Specialist





Reduce Reuse Recycle

*The Recycling Business Assistance Center (RBAC) is a program of the North Carolina Division of Pollution Prevention and Environmental Assistance.*

Call (919) 715-6500 or (800) 763-0136 for free technical assistance and information about preventing, reducing, and recycling waste.



DPPEA-FY01-15.  
300 copies of this public document were printed on recycled paper at a cost of \$141.58, or \$0.47 per copy.

## North Carolina market prices for recyclables

Prices current as of January 28, 2002\*

Item	Western Region	Central Region	Eastern Region
<b>METALS</b>			
Aluminum Cans, lb. loose	\$0.46	\$0.39	\$0.48
Steel cans, gross ton baled	\$5	\$2	\$3
<b>PLASTICS</b>			
Central Region markets plastics together			
PETE, lb. baled	\$0.07	<b>\$0.025</b>	\$0.07
HDPE, lb. baled	\$0.09	<b>\$0.025</b>	\$0.09
<b>PAPER</b>			
Newsprint, ton baled	\$45	\$40	\$50
Corrugated, ton baled	\$45	\$40	\$48
Office, ton baled	\$83	n/a	\$90
Magazines, ton baled	**	\$50	***
Mixed, ton baled	\$20	n/a	\$20
<b>GLASS</b>			
Eastern Region sells glass F.O.B. origin			
Clear, ton crushed delivered	\$30	\$29.50	\$13
Brown, ton crushed delivered	\$24	\$19.50	\$9
Green, ton crushed delivered	\$10	(\$3.50)	(\$23)

\*Central Region prices from December 2001.  
 \*\*Markets with mixed paper.  
 \*\*\*Markets with newsprint.  
 Note: Prices listed above are compiled by RBAC and are for reference only. These prices are not firm quotes. RBAC obtained pricing information from processors for each category and developed a pricing range.

Visit RBAC online at

<http://www.p2pays.org/rbac>



**N.C. RECYCLING BUSINESS ASSISTANCE CENTER**  
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 AND ENVIRONMENTAL ASSISTANCE  
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