

## Tennessee Recycling Coalition ONLINE



### MARK YOUR CALENDAR!

TRC will host its 20th Annual Conference and Exhibition February 4-6, 2009 at the Cool Springs Marriott in Franklin, Tennessee. The conference will be attended by manufacturers, recycling vendors, government agencies, institutions, non-profits, as well as large and small businesses. The conference features a technical tour, formal and informal networking, awards ceremony, inspiring speakers, informative sessions, exhibit hall, and the ever popular TRC Auction.

Registration is now available online.

<http://www.trc-online.org/TRCConference.html>

### ALCOA EXPANDS RECYCLING CAPACITY - NEW EXPANSION WILL INCREASE RECYCLING CAPACITY BY NEARLY 50 PERCENT

In early December 2007, Alcoa announced that it has broken ground on a new \$22 million project at its Can Reclamation facility at its Tennessee Operations. Improvements include a new crusher and delacquering furnace and supporting building enclosures, utilities and environmental systems.

"This is an investment in our recycling capability. Alcoa is a leader in aluminum scrap processing technology, and this upgrade will help increase capacity using state-of-the-art environmental and fuel efficiency technologies as well as support future flexibility to process other aluminum scrap types," said Greg Wittbecker, Alcoa Director Corporate Metal Recycling Strategy.

Implementation of this project will increase UBC (used beverage can) molten output capacity by nearly 50%. Recycling aluminum saves 95% of the energy needed to make new cans; it can be recycled over and over again, resulting in significant energy savings and emission reductions. Alcoa projects it will recycle nearly 14 billion aluminum cans in 2007.



*Company Breaks Ground on \$22 Million Project at Tennessee Can Reclamation Facility*

[Story continues below.](#)



### IT'S NEVER BIN EASIER. TO RECYCLE!

**The Coca-Cola/NRC Recycling Bin Grant Program** supports local community recycling programs by providing bins to selected grant recipients for the collection of beverage container recyclables in public settings. Grants will be provided to a limited number of applicants who can demonstrate how their proposals will lead to sustainable recycling opportunities. The grant program is open to government, civic, school, non-profit groups and for-profit companies. Applications are available only on-line.

*The Fall Grant application period is now open. Online applications will be accepted through Friday, October 17.*

The **National Recycling Coalition** (NRC) is a national non-profit advocacy group with members that span all aspects of waste reduction, reuse and recycling in North America. Founded in 1978 as an IRS tax exempt 501(c)(3) organization, NRC's objective is to eliminate waste and promote sustainable economies through advancing sound management practices for raw materials in North America. In addition to hosting an Annual Congress & Expo each year, NRC works with its members and partners to sponsor programs and

stakeholder forums that provide tools and nurture solutions for the recycling industry. Breaking new ground in how Americans think about waste, the Coalition is a strong and clear voice for recycling. To find out more about the National Recycling Coalition, visit <http://www.nrc-recycle.org/>

**The Coca-Cola Company** is the world's largest non-alcoholic beverage company. The Company markets four of the world's top five sparkling beverage brands, including Coca-Cola®, recognized as the world's most valuable brand, Diet Coke®, Fanta® and Sprite®, as well as a wide range of other beverages, including diet and light soft drinks, waters, juices and juice drinks, teas, coffees and sports drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate exceeding 1.3 billion servings each day.

The Coca-Cola Company and its bottling partners are striving to eliminate waste and promote recycling as responsible stewards of our business and the environment. From the design of our packaging to the collaborative partnerships with organizations such as the National Recycling Coalition, we are working to find smart, creative ways to help conserve the world's natural resources. To find out more see our Environmental Report at <http://www.thecoca-colacompany.com/>

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## **RECYCLENET CORPORATION ANNOUNCES RECYCLING OFFSET CREDIT PROGRAM**



Paul Roszel Chairman of RecycleNet Corporation is pleased to introduce the Recycling Offset Credit (ROCs) program. This program provides a certified measurement system to recognize and reward companies for their recycling efforts. RecycleNet will issue/award Recycling Offset Credits (ROCs) for each ton of material recycled by participants.

As a result of the increased awareness of climate change and global warming, more and more people have become concerned about greenhouse gas emissions and are developing strategies to reduce their carbon footprint. Many companies, individuals and institutions have implemented carbon neutral goals.

The Recycling Offset Credits (ROCs) program is an effort to provide a universally recognized standard to measure and certify recycling efforts and to demonstrate the economic impact of the recycling industry. Recycling Offset Credits (ROCs) may be used to calculate an equivalent offset of your carbon footprint.

RecycleNet Corporation invites any company, institution or organization to participate in the voluntary ROCs program by reporting materials recycled. There is no fee to participate and the program is open and applicable to anyone in all stages of the recycling/reverse distribution supply chain.

RecycleNet will give a presentation on this program at the TRC Conference. For more information and to participate in the Recycling Offset Credits program please visit [www.recycle.net/offsetcredits](http://www.recycle.net/offsetcredits).

### **About RecycleNet**

RecycleNet operates The Online Secondary Commodities Exchange. Founded in 1995, RecycleNet created a powerful platform to facilitate the international trade of secondary commodities. RecycleNet Corporation enables trade on a local, national and international basis with customized sites locating markets around the world in many different commodities. On any given day, there are in excess of \$200 million in new items listed within our exchanges. In addition to organic growth, RecycleNet Corporation continues to pursue its aggressive plans of merger, acquisition, joint ventures, and strategic alliance.

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## **ALCOA EXPANDS RECYCLING CAPACITY (continued)**

Separately, Alcoa introduced its new, fuel efficient locomotive for Tennessee,



dubbed "Big Orange," because of its orange and white checkerboard, which will be used to transport aluminum ingot. The new train has 25% more horsepower, uses 35% less fuel, and cuts down on 85% of air pollutants. It also has the latest technological advances, such as interlock brakes for automatic stops, horns and lights that are automatic, a GPS system, and speeds that can be set like cruise control. A second locomotive is expected to arrive at Tennessee Operations in 2008.

Alcoa's Tennessee Operations is the world's largest producer of rolled aluminum can sheet for beverage cans and is based in Blount County, Tennessee. Tennessee Operations employs more than 1,800 at its smelting and fabrication plant in Blount County, its hydropower facilities, and its downtown Knoxville office.

### About Alcoa

Alcoa is the world's leading producer and manager of primary aluminum, fabricated aluminum and alumina facilities, and is active in all major aspects of the industry. Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation and industrial markets, bringing design, engineering, production and other capabilities of Alcoa's businesses to customers. In addition to aluminum products and components including flat-rolled products, hard alloy extrusions, and forgings, Alcoa also markets Alcoa® wheels, fastening systems, precision and investment castings, structures and building systems. The company has 116,000 employees in 44 countries and has been named one of the top most sustainable corporations in the world at the World Economic Forum in Davos, Switzerland. More information can be found at <http://www.alcoa.com/>.

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