

The Book of RECYCLING GRAPHICS



THE IMPACT OF VISUAL SUPPORT ON YOUR RECYCLING PROGRAM



People have to make quick decisions when choosing which waste stream to toss their trash into. If it's unclear what goes where people will deposit using the easiest route trash.

Incorrectly tossing items causes stream contamination. Suppose your stream contamination exceeds your waste hauler's acceptable level. In that case, your collected content will be considered non-recyclable and tossed in a landfill – not good for your waste diversion rate!

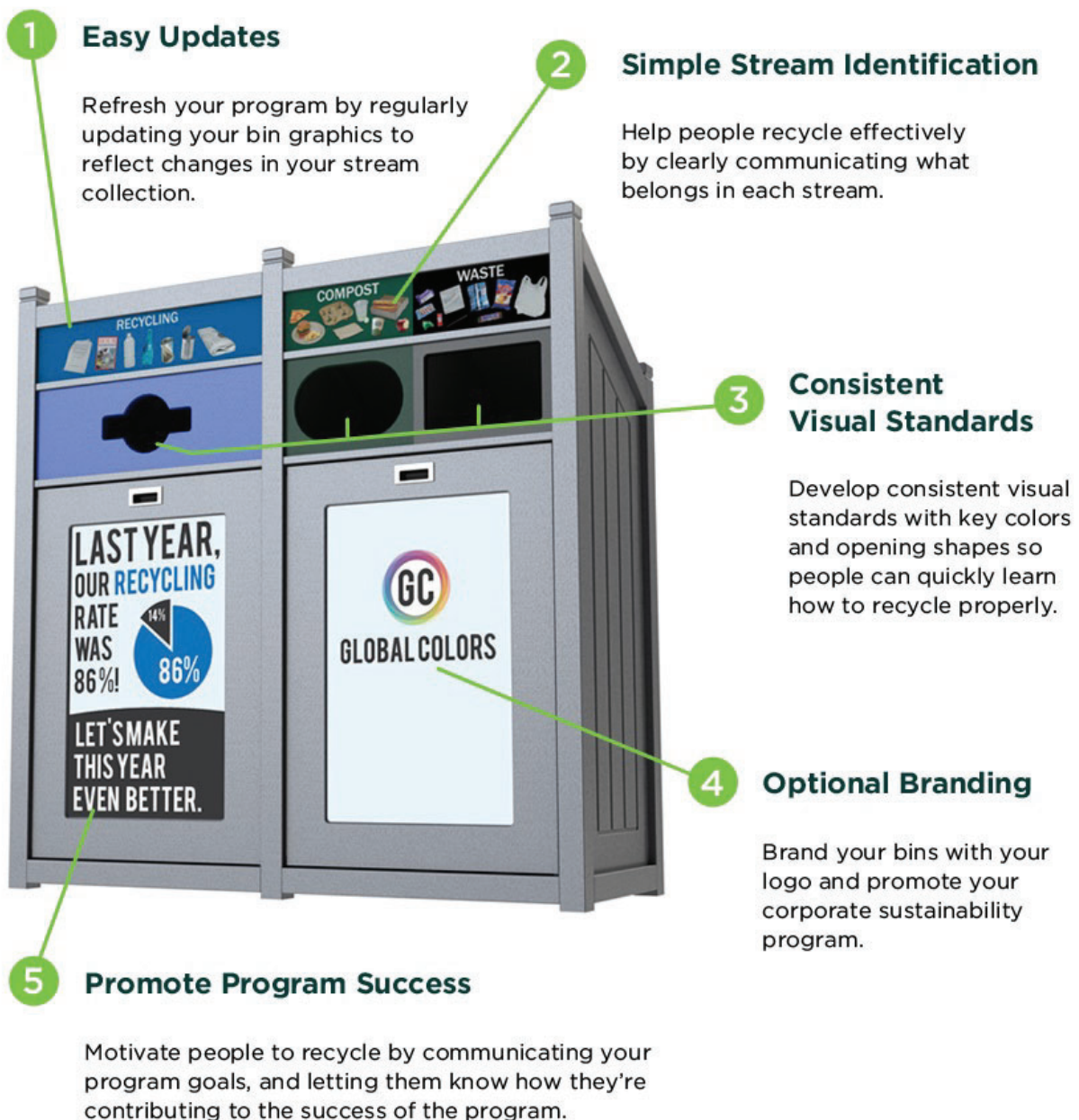
At Waste Wise Products, we believe that recycling labels and graphics are among the essential components of any successful recycling program. People want to do the right thing when it comes to recycling, so it's our job to make it easier by ensuring the recycling labels and graphics are simple, straightforward, and consistent.

OUR ADVANTAGE

At Waste Wise Products, all of our graphics can be customized with images of actual waste, such as branded food containers. They can also include your organization's sustainability messages and be easily swapped out with new graphics to adapt as your recycling program changes. PLUS, all of our graphics are designed and printed in-house in North America on sustainable materials such as HDPE, ABS, and Aluminum.

** All labels are available in French or Spanish*

*** A \$95.00 artwork fee is applicable when customizing graphics*



RECYCLE ACROSS AMERICA LABELS NOW AVAILABLE

The non-profit organization, Recycle Across America created the first and only societywide standardized labels for bins to make it easy for people to recycle right wherever they are, and therefore help recycling and closed-loop manufacturing begin to thrive. The standardized labels are proven to increase recycling levels by 50-100% and dramatically decrease the amount of contamination (aka garbage) thrown in recycling bins; therefore, improving the financial viability of recycling.



Let's recycle right!®

It's far more important than you might think.

Here are three simple tips to recycle right:

- 1 **Always** recycle all empty bottles, jugs, jars, metal cans, clean cardboard, office paper, and newspaper.
- 2 **Never** put plastic bags or wrap, dishware, food or food-related paper, tissue, shredded paper, clothing, furniture, batteries, hoses, prescription bottles, or needles in your recycling bin, unless instructed to. Instead, contact your county to learn where to properly recycle, compost, donate, or dispose of those items.
- 3 **Display** the society-wide standardized labels on your recycling bins, and ask your mayor and your recycling hauler to begin using the standardized labels on all bins in your community, to make it possible for people to start recycling *right*, wherever they might be. *It is the #1 solution to fix recycling in the U.S.*

Visit www.RecycleAcrossAmerica.org to learn more.

Kristen Bell - actress and volunteer spokesperson for nonprofit Recycle Across America®.

There is a society-wide standardized label for all types of sorting needs.
Choose your recycling bins and lids from bin manufacturers that are part of this society-wide solution!



Visit recycleacrossamerica.org

... to learn more about this 501(c)(3) non-profit solution and choose the labels that suit your recycling sorting needs.

HOW IT WORKS

We want to make the customization of your graphics as easy as possible. Just follow these steps!

1) First select the name of your stream:

Stream Name:

GARBAGE	LANDFILL
WASTE	TRASH



2) Then select the number associated with the desired color of your label:

Color:

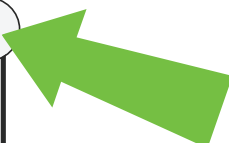
- | | |
|-------------------|----------------|
| 1 - Marine Blue | 6 - Adobe Clay |
| 2 - Earth Brown | 7 - Warm Cedar |
| 3 - Forest Green | 8 - Storm Gray |
| 4 - Midnight Blue | 9 - Dove Gray |
| 5 - Raven Black | 10 - White |



3) Lastly, choose your graphic by requesting the associated letter:

Graphic:

 A	 B	 C
 D	 E	 F



WASTE

Stream Name:

GARBAGE

LANDFILL

WASTE

TRASH

Color:

1

2

3

4

5

6

7

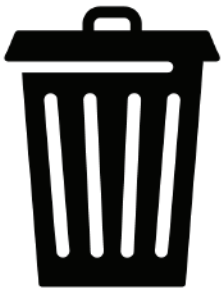
8

9

10

Graphic:

A



B



C



D



E



F



RECYCLING

Stream Name:

RECYCLING

MIXED RECYCLING

RECYCLABLES

CO-MINGLE
RECYCLING

Color:



Graphic:



FOOD WASTE

Stream Name:

ORGANICS

COMPOST

FOOD WASTE

Color:

1

2

3

4

5

6

7

8

9

10

Graphic:

A



B



C



D



E



F



PAPER

Stream Name:

PAPER

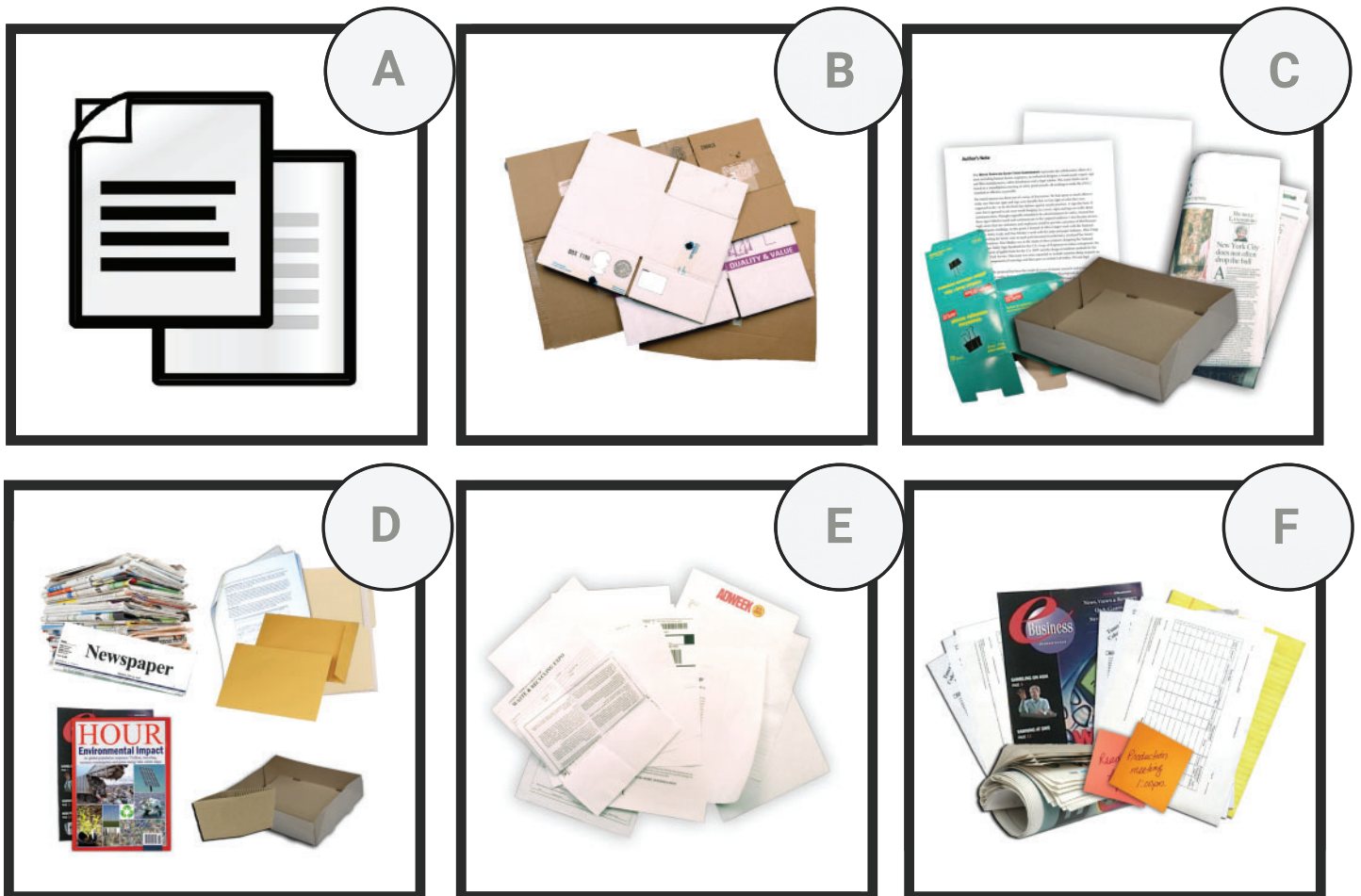
CARDBOARD

MIXED PAPER

Color:



Graphic:



CANS AND BOTTLES

Stream Name:

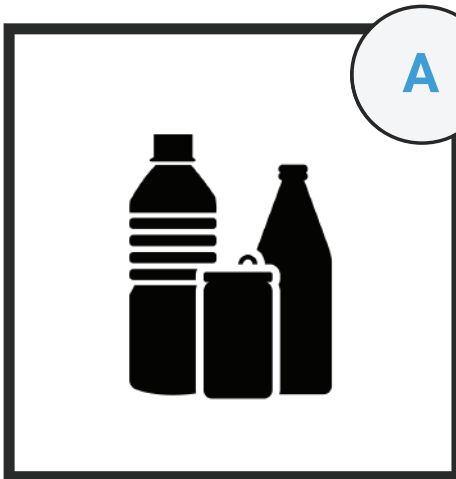
CANS AND
BOTTLES

BEVERAGE
CONTAINERS

Color:



Graphic:



SPECIAL STREAMS

Stream Name:

PLASTIC BAGS

PIZZA BOXES

GLOVES

SAFETY GLASSES

E-WASTE

Color:

1

2

3

4

5

6

7

8

9

10

Graphic:

A



B



C



D



E



F





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