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- **What is Evermore ?**
- **Why was Evermore created ?**
- **UBC (used aluminum beverage container)
recycling status in the US**
- **UBC Quality**
- **Striving towards goal to increase UBC
recycling levels**

What is Evermore?



- **New company formed by Alcoa & Novelis**
- **Purchases UBC exclusively for the companies**
- **HQ in Nashville**
- **Approximately 20 employees**
- **Regionally located Territory Managers**

Evermore Map

Evermore

Recycling



Business Model

Why was Evermore Created ?



- **Cost Efficiencies**
 - **Direct Relationships**
 - **Quality Improvements**
 - **Increased Recycling Rates**
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- **Single stream processing has reduced quality**
 - Additional materials into the system
 - Reduced value for the consumer vs. other sources of supply

- **Deposit vs. MRF quality – average levels of contamination**

	MRF	Deposit
Average	2.24%	1.26 %
Max	7.24 %	3.44 %
Min	0.81 %	0.36 %

* Our specifications allow for just a 1.7% maximum contamination level

Individual Load Rating for Incoming UBCs to the Mills



- **Standardized process of inspection grading. Load scores generated from a possible 100 points.**
 - Weighted point deductions (low, medium, high)
 - Contaminants (plastic, paper, dirt, glass)
 - Non-UBC Material (iron, steel, and other aluminum)
 - Pass/Fail Categories – subject to rejection
 - Excessive Contaminants
 - Hazardous materials (medical waste, liquid containers, aerosol cans...)
 - Load Configuration
 - Packaging (pallets, shrink wrap, cardboard, etc.)
 - Bale integrity

- **Operational impact of Contaminants**

- **Plastics / Paper (exothermic)**
 - Overheats delacquering furnace – melts metal or shutdown
 - Fires and damaged equipment
- **Moisture (endothermic)**
 - Excessive amounts reduces absorb heat & energy - shutdown
 - Mixes with dirt and syrup restricting separation
- **Dirt**
 - Hygiene / workplace safety issues (airborne dust)
 - Recovery loss: For every 1 lb. of dirt = 2 lbs. of dross

Intricate Part of Can Recycling Process

The Cycle of Can Recycling



- Bale Breaker
- Shredder
- Air Knife
- Delacquering
- Molten Metal
- Ingot Casting
- Can Sheet
- 60 Day Cycle
- Save 95% CO2 greenhouse gases saved

Potential UBCs in Waste Stream



The Industry Goal:
Aggressively promote efforts to raise the
North American aluminum can recycle rate
from 54% to 75% by 2015



Manufacturer's
reclamation rate:
54.2%
Consumer recycling
rate: 49.4%

This is around 300 tons of incremental supply

This IS an Achievable Goal



Result: about 2.8 million tons of GHG
savings and about \$500 million in potential
revenue

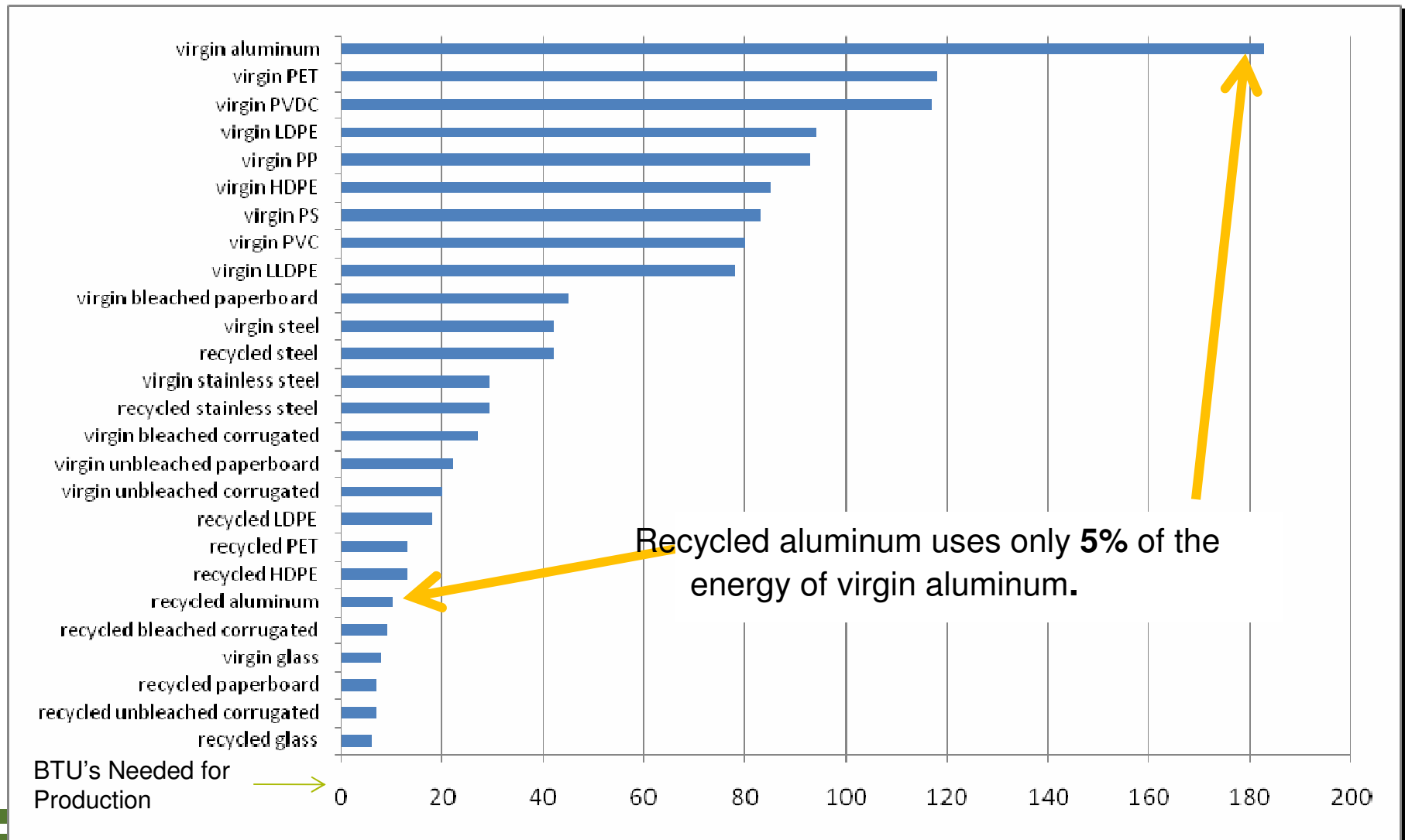
* If Americans
recycled one more
can per week, we
would achieve our
goal!

Recycling Underscores Sustainability



- 📌 **Greenhouse Gas (GHG) reductions** = 9.5 tons per ton recycled and nearly 70 million tons avoided in 2005.
- 📌 **Energy conservation** = 95% savings vs. virgin aluminum.
- 📌 **Increases material supply** as virgin output declines.
- 📌 **Reduces solid waste**= 750,000 tons of UBC diverted.
- 📌 Addresses **evolving demand trends** from the marketplace.
- 📌 **Recycling infrastructure is an economic stimulus.**
- 📌 **A positive corporate and community image generator.**

Recycling Aluminum = Big Energy Savings



Sustainability of the Can Evermore

Recycling

- **Reduction in overall carbon footprint of the aluminum can by 44 percent**
- **30 percent less energy usage**
- **Reduction in package weight by 15%**
- **68 percent total recycled content, the highest of any beverage package material**
- **Full Life Cycle Analysis Available Online:
www.aluminum.org/lca**



Recycling

What Increases It ?



■ **Not Commodity Value**

- 40% of US Industry is Supplied via Bottle Bill States.
 - LME has no impact because inherent redemption value exceeds commodity value
- 20% of US Industry is Supplied via Curbside Programs.
 - LME has no impact because it is not directly passed along to consumers by Waste Companies or Municipalities.
- 40% of US Industry is Supplied via Scrap Dealers & Brokers.
 - LME typically changes value to peddlers and generators; however, available supply is being recycled, therefore, volume doesn't change (above LME 50-60 c/lb). Most all remaining supply is lost in the waste stream, and inaccessible to recycling.

- **Number of Curbside Programs not likely Increasing**
- **Consumer Behavior will Change Recycling Rates**
- **Policy will Change Recycling Rates**

Aiming for Increased Recycling- Our Tactics



■ Behavioral Modification

- Support Results Oriented Community Recycling Organizations
- Multi-Media Communication & Outreach

■ Recycling Infrastructure

- Focus on Economic & Sustainable Projects that Drive Recycling
- Explore Opportunities for Capital Investments to Boost Recycling Participation/Volumes
- Assist Away-From-Home Recycling Venues
- Connect with State Recycling Groups for Better Synergy
- Develop Partnership with Other Stakeholders in Recycling Industry



■ Policies that Drive Recycling Rates

- Mandatory Access "Opportunity to Recycle" when combined with "Pay As You Throw"
- MSW Treated as Transparent Utility
- Meaningful & Challenging Diversion Targets; Actively Striving Towards Targets

Away from Home Recycling



Bonnaroo Music Festival 2010

- Sponsored recycling collection & education efforts
- 80,000+ attendees
- Addressing Need for Recycling at Non-Residential Settings



Industry Interactions & Earth Day Education



**Institute of Scrap Recycling Industries
Annual Convention
May 2010
San Diego, CA**

**Earth Day Festival
April 2010
Knoxville, TN**

Thanks for Recycling!

Meredith Leahy

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