

# GREENCIRCLE

THE CERTIFICATION AUTHORITY

ISSUE 1



A GREENCIRCLE EXCLUSIVE

## The Future of Waste

YOUR NEW  
2016 GOAL:  
ZERO WASTE  
TO LANDFILL



# PROMOTING SUSTAINABILITY IN ASPHALT ROOFING MANUFACTURING

## Malarkey Roofing Products Achieves Waste Diversion from Landfill Certification

Co-Authored – Mike Tuel, Environmental Health and Safety Officer and Traci Shaw, Communications Coordinator

Malarkey Roofing Products is an asphalt roofing manufacturer headquartered in Portland, Oregon. Established in 1956, the family owned company has a history of quality, performance-driven products, community involvement, and sustainability efforts. Malarkey has consistently valued innovation and is motivated to provide products that are committed to sustainability through long-term solutions, creating value for customers and business partners.

Historically, individuals and work groups managed the recycling programs at

Malarkey. Lack of an organized effort led to little or no tracking of quantities and any proceeds generated. At that time, the lower value commodities were going into dump boxes and being sorted at the Materials Recovery Facility, or M.R.F, Malarkey's waste hauling resource.

In November of 2009, the Portland manufacturing plant conducted an internal waste stream analysis and identified all of the items that were recyclable. Once the internal team observed the quantities being generated and the potential value, they proposed creating a new position

responsible for the day-to-day collection and management of the materials. When the solution was proposed to Malarkey executive management, they not only approved the position but also directed that the money generated by the program be placed into a discretionary fund. The Malarkey Safety Committee administers this fund in an effort to increase employee participation. The committee allocated part of the funds to pay for monthly awards for the Hazard Identification Program and the remainder for an end of the year recycling bonus to be distributed among all employees at the Portland location.

The recycling bonus greatly improved employee ownership and participation in the program. The program expanded to the South Gate, California plant around 2012 and the Oklahoma City, Oklahoma plant around 2013.

As with any project of this magnitude, there have been some challenges along the way. Current recycle prices are down across the board. For example, cardboard that was worth \$80.00 to \$100.00 per ton in 2008 is now worth \$25.00 per ton in 2016. This decrease in value means most of the money for the Malarkey program is brought in through reused materials and specialty metals. Selling materials for reuse rather than recycle is always the best option. Environmentally, it takes far more energy to recycle something like a Gaylord box or Polyethylene Super Sack than it does to reuse them as-is. When items are sold for reuse rather than recycle it generates more monetary value, but it can be hard to find steady buyers for these items. Malarkey has found the best solution to be allocating time for research, phone calls, and organizing samples for prospective buyers.

Each year, Malarkey hired summer interns to assist with the collection and organization of recycling and reuse sales at all three manufacturing facilities. The numbers seemed substantial, but there was not any industry data available to compare. In 2015, Malarkey Roofing Products

**“It is truly an honor to be part of an organization that holds sustainability as a core value, having the least possible environmental impact while delivering the best roofing products on the market to our customers.”**

President Jim Fagan initiated the Waste Diversion from Landfill certification process with GreenCircle Certified, LLC as third party verification of the success of the program. The certification process seemed daunting at first - verifying and compiling the data on all the materials Malarkey recycles, sells for reuse/repurpose, or otherwise diverts from the landfill. It took some elbow grease to get the process established, but now that end-users and recyclers know what information is needed annually during the recertification process, they have created tracking methods to capture categories and weights.

Since Malarkey formalized their waste reduction program in 2009, the Portland plant alone has diverted more than 5,000 tons of material from the landfill. Much of this material now generates money rather than costing the company to dispose of it. The project has proven not only generous to employees through the recycling bonus program, but also a good business practice.

One of the great benefits of the certification process is the observations received from GreenCircle certification analysts during

their site visits. The GreenCircle team offered observations for future improvement opportunities and recommendations on how to improve the waste diversion from the landfill programs at the various Malarkey facilities. In the past, the recycling goals at Malarkey were focused on increasing the revenues returned to the program. Moving forward they will be looking to improve based on a percentage of waste diverted from the landfill. This method of measurement removes variables such as production levels and scrap material prices.

Malarkey Environmental Health and Safety Officer Mike Tuel, who administered the project at the Portland facility, believes a 2% increase in the amount diverted from the landfill is an achievable future goal that can be accomplished by implementing some of the GreenCircle Certified recommendations. “It is truly an honor to be part of an organization that holds sustainability as a core value, having the least possible environmental impact while delivering the best roofing products on the market to our customers.”

Malarkey's Certified Waste Diversion Numbers	
Facility Location	% of Waste Diverted
Portland, Oregon	94%
South Gate, California	92%
Oklahoma City, Oklahoma	90%





# CONSIDERING THE COSTS: Can You Afford Not to Certify Your Products with a Reputable Third Party?

Author – Danielle Verna

Companies are making more and more strides in sustainability at the same time consumers are becoming more and more skeptical of the information companies are feeding to them. If your company has made the decision to 'green' your products and manufacturing processes, you have probably considered the cost of getting your sustainability claims certified- but what is the cost of not certifying your claims? Or certifying false claims?

Misleading claims do not go unnoticed by the Federal Trade Commission (FTC).

- In 2013, **Amazon.com**, Macy's, Leon Max and Sears, Roebuck and Co. and its Kmart subsidiaries reached a settlement of \$1.26 million in penalties after false claims about the 'green' content of textiles.
- In 2013, the marketers of **EnviroTabs** settled for an \$800,000 fine for falsely declaring that a fuel additive could enhance fuel economy and reduce GHG emissions.

- In 2015, the FTC admonished **36 mattress companies** for misleading seals and "deceptive practices."
- In 2015, **Lumber Liquidators** stock dropped 70% within four months after concerns surfaced over the previously undisclosed chemical content of its products.

The millions of dollars in fines and profit lost, not to mention the damage to brands, were the result of misrepresented or false claims, marks, seals and certifications. These fines may have been avoided, had the companies chosen to get their claims third-party certified – that is, if they chose the right certifier.

In a **statement** issued by the FTC on September 14, 2015, another crackdown on misleading and deceptive environmental certifications was issued, this time, to certifying bodies. Believing that these

**“Environmental seals and certifications matter to people who want to shop green... But if the seals' claims are broader than the products' benefits, they can deceive people. We are holding companies accountable for their green claims.”**

**Jessica Rich, Director of the FTC's Bureau of Consumer Protection**



certifications might be not be truthful or in compliance with the FTC's marketing guidelines, the FTC sent warning letters to five certifiers and 32 businesses who have used those seals.

Certifications that claim that a product is 'green,' 'sustainable' or 'eco-friendly' do not accurately reflect the qualities of the product, and could potentially be a punishable offense by the FTC. Read the actual letters [here](#).

The letters from the FTC show us that not all certifiers can be trusted- and in a time where skepticism of companies is high among consumers, establishing and maintaining trust is paramount. Beyond solidifying the trust consumers have in your company, mitigating the risks to your brand reputation and hidden costs associated with an untrustworthy brand are unquantifiable. So what should you be looking for in a third-party certifier to ensure you are not facing these risks? GreenCircle Certified, LLC believes certifiers should pledge clarity and specificity at all times. To protect your company from misleading certifications:

- Work with certifiers who develop

certifications that list exactly what has been certified, the dates the certification is valid for, and the specific attributes that have been certified.

- Be wary of certifications that are vague and make broad claims.
- Ensure certifiers have specific standards they certify to. Valid third-parties should also list these standards on their certificates issued after the third-party analysis is finalized.
- Look for companies who have an online, searchable database where certified products and operations are listed and can be downloaded from the web, again clarity and transparency is key.
- Organizations who have mark usage guidelines and agreements also should be preferred as these organizations make sure their marks are being used correctly and legally.

GreenCircle guarantees that each of these requirements is engrained in our certification process. Our certifications and GreenCircle mark have been crafted to not

only conform with FTC guidelines, but to highlight our commitment to transparency, accountability, and simplicity. See the image below as an example of how GreenCircle's certificates exemplify the information that should be provided by valid third parties.

GreenCircle is excited to see the steps the FTC is taking to ensure transparency in the green marketplace, and we are proud to conform with the **FTC Green Guides** and to always provide our clients with honest, accurate, and verified certifications. Our certifications are utilized and referenced by industry .leaders, from major manufacturers to the **Department of Defense** and General Services Administration. GreenCircle guarantees that our certifications and labels are clear, comprehensible, and precise, and we work together with our clients to ensure that our certifications provide them with a return on investment, marketing benefits, and an honest sustainability story.

Choosing the right third party certification partner is just as important as choosing to certify. For help with accurately declaring your sustainable achievements, contact [AshLee@GreenCircleCertified.com](mailto:AshLee@GreenCircleCertified.com).