



America Recycles Day is November 15th!

[Are You Ready To Take The Pledge?](#)

November 2008

Let's Talk Trash: Is There Cash In Your Trash?



The current economic crisis is affecting almost every business owner I talk to. Sales are down yet costs continue to rise. "Reduce costs and do more with less" is rapidly becoming the battle cry of most every organization. One area that is consistently overlooked, however, is waste and recycling management. The trash has always been a commodity item: "Take it out for bid, the price is what it is—assign it a budget." As far as recycling - well, most companies realize that recycling is good for the environment and will help reduce their costs, but many have failed to put these programs in place and continue to lose money every month.

So why is it that small and larger business owners continue to throw their much needed "CASH" in the "TRASH"?

Most companies don't know where to begin and really don't have any idea how much money they are actually losing. Truth is most businesses are overwhelmed just trying to do business and dealing with trash and recycling usually falls to the wayside. Usually there isn't enough personnel with the knowledge or experience to properly analyze the waste stream or implement and manage the program (when was the last time you hired an employee because of their trash expertise?). But with the right waste and recycling management plan in place, the savings add up quickly and companies with multi-locations can save thousands in just a short period of time. When times get tough, companies often make cuts on personnel, marketing, trade shows, etc., which usually has a negative impact later on down the road. The companies that are surviving are re-focusing on the core competencies of their business and outsourcing non-core business activities to industry experts.

So the next time your business is reviewing it's P & L statement—ask yourself — "HOW MUCH CASH IS IN MY TRASH?" and then give us a call—we'll concentrate on the trash and let you get back to focusing on your business.

EQUIPMENT/PRODUCT NEWS

EQUIPMENT: GLWS is happy to announce that we now offer true lease and dollar buy out leases on [vertical balers and compactors](#).

NEW PRODUCTS: Next month GLWS plans to announce it's new line of Packaging Machines and Biodegradable Packaging Films

Client Spotlight:



It always makes me happy to save a client money while helping the environment at the same time— especially when that client is also one of my favorite dining establishments. I had the pleasure of developing a waste and recycling management plan for Mike Katinas and his staff at Annie's. Visit our [Client Testimonial](#) page to read about how GLWS helped Annie's reduce their costs.

Annie's is located on Maryland's Eastern Shore on the Kent Narrows. The award-winning restaurant features delicious food, impeccable service and beautiful views of the Kent Narrows and Chester River. The Sports Bar has 24 high definition TV's where you can enjoy your favorite team sport and NASCAR.

My personal football game favorite: The Crab Pizza



RECYCLE FACTS & TIPS

Fact: It takes 20 trees & 98 tons of various resources to make one ton of paper

Tip: Email! If you have to fax, use the back of documents when printing and copying. Shred paper and use in gardens, animals cages or when packing boxes.