

RecycleBank comes to Newtown

The firm offers incentives to those who recycle. The rewards program allows residents to cash in their reward points for goods and services from local businesses.

By **KATHRYN M. D'IMPERIO**
FOCUS ON NEWTOWN

Recycling is something we all should do just because, but an innovative company founded in 2003 found a way to reward homeowners for their valiant efforts to conserve our planet.

Established four years ago by Patrick K. FitzGerald and Ron Gonen, RecycleBank offers incentives to those who recycle. The rewards program allows residents to cash in their reward points for goods and services from more than 60 local and national businesses and retailers. In Newtown, RecycleBank is teaming up with the waste hauler George Leck & Son.

Current George Leck & Son customers with homes in Upper

Makefield, Newtown Township, Newtown, and Wrightstown will receive a RecycleBank 64-gallon container that has an embedded RFID tag. Each tag contains a number unique to that particular house so that rewards can be easily tracked. Customers simply place their recyclables in the bin and place the bin at curbside to await pickup.

"Users can place everything that can be recycled into this one single container," said Gayathri Vinay, who works with RecycleBank as a regional sales and community relations manager. "No need for separating and sorting. Paper, plastic, aluminum, etc., can be placed in this single container.

"We install a weighing scale and an RFID reader on trucks operated by George Leck and Son," she added. "During each weekly curbside pickup, the container is weighed, the tag is read and the user account is updated with reward points, 'RecycleBank

dollars.' The reward points are based on the weight of the recyclables placed in the RecycleBank container."

Homeowners can accumulate up to 35 RecycleBank dollars per month. RecycleBank dollars are redeemable at various businesses locally and nationally, such as Isaac Newton's, The Temperance House, Timberland, Petco, Acme and Rite Aid.

"Each business offers a reward that homes can spend their RecycleBank Dollars on," said Vinay. "So for instance, residents can spend 10 RecycleBank Dollars on \$10 off \$50 or more

at Dick's Sporting Goods or 40 RecycleBank dollars on a \$20 gift card to Timberland."

The rewards program is open only to homeowners, although businesses can still get involved in a big way. As a Reward Redemption Partner, businesses can boost community awareness of their products and services while also providing an invaluable service to the environment.

Businesses choose a reward to offer, supply their logo to RecycleBank and honor that reward when a RecycleBank homeowner shops there.

"RecycleBank was launched with the goal of preserving the environment and demonstrating that businesses can build brand value with corporate citizenship," Vinay said.

Vinay said RecycleBank looks forward to partnering with waste haulers and municipalities that are committed to improving the environment while also creating opportunities for economic development.

"We found such a partner in George Leck and Son. Leck has been heavily involved in the community and is committed to improving the environment; hence it was a natural choice to work with them in bringing RecycleBank to Newtown.

"The most important way for people to be involved is to recycle," she said. "Recycling saves trees, conserves fossil fuel, saves taxpayer dollars and preserves the environment for future generations."

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FYI

RecycleBank is headquartered in Philadelphia. Call 917-822-6476 or toll free 888-RB-PAYSU, or visit RecycleBank on the Web at www.recyclebank.com.