



POLLUTION PREVENTION WORKS FOR IOWA

CASE STUDY

COMPANY	Norand Corporation
LOCATION	Cedar Rapids Linn County
PRODUCT/INDUSTRY	Radio & TV Communications Equipment (Hand Held Computers) (SIC Code 3663)
WASTE STREAM	Solid waste. Paper Materials
MODIFICATIONS	Recycling: Implemented programs to recycle waste cardboard, white paper and file stock.
BENEFITS	Eliminated disposal of recyclable materials in sanitary landfill. Realized over \$3,900/year in avoided waste disposal costs and generated revenue.

Opportunity

Norand Corporation manufactures sophisticated hand held computer systems and related equipment. The company manufactures virtually all components and products through machining, fabrication, assembly, plating, soldering and finishing operations. The company requested that WRAP perform an on-site assessment to assist it in implementing a waste reduction program. WRAP identified a number of waste reduction options for several categories of waste including a recommendation to establish recycling programs for cardboard and other papers.

Change

The company established recycling programs for both cardboard, white office paper and file stock (laser printed paper, colored paper, computer paper, white or colored envelopes). the program was implemented at virtually no cost by utilizing redirected labor. Segregation and collection were made as efficient and easy as possible by experimenting with the placement of containers.

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The Iowa Waste Reduction Assistance Program is a non-regulatory technical assistance program offered by the Waste Management Assistance Division of the Iowa Department of Natural Resources.

Savings/Other Benefits

The company has documented the following project analysis:

Economic Benefits:

<u>Material</u>	Annual <u>Quant.</u> (tons)	Costs <u>Avoided</u> (\$)	Revenue (\$)	Total <u>Savings</u> (\$)
Computer paper	35.4	630	2,160	2,790
Cardboard	29.0	490	290	780
File Stock	10.6	189	216	405
TOTAL ANNUAL	75.0 tons.	\$1,309	\$2,666	\$3,975

In addition to the savings generated, Norand also takes pride in having removed 75 tons/year from landfilling and saving the equivalent of 1,296 trees annually by recycling.

WRAP recommends that Iowa businesses work with local solid waste and recycling programs, local vendors, suppliers and other company divisions to find markets for waste materials wherever appropriate.