

Canadian companies change from consuming to conserving



Many Canadian companies have greatly expanded their use of recycled products.

In the late 1960s a research division of the United Nations observed that, with only 6 per cent of the world's population, North America was responsible for more than 60 per cent of the world's waste.

Initial research suggested that much of the waste was a potentially valuable global resource and this mismanagement has occurred on a mistaken premise that North America contained an unlimited reservoir of renewable resources.

It was realized that economic and environmental success of future generations would depend on the immediate increased recovery and recycling of these valuable wastes. Recycling offered immediate conservation of natural resources and a gradual reduction of pollution, the report observed.

When the oil crisis crippled North America in the early 1970s, a further value of recycling became more evident to a much wider world cross-section, especially in industry. Contained in waste was a frozen energy value which not only could save large amounts of energy when reused but could also be used as an energy product.

Industrial response

Today, nearly 20 years later, many major Canadian manufacturers have made large investments to expand recycling services.

Major food and beverage companies realize hundreds of thousands of dollars in reve-

nue each year from cardboard packaging recovery; the automotive industry recovers and sells millions of dollars of scrap iron and steel each year; publishers and printers recover hundreds of thousands of tonnes of paper and ink; computer companies recover large quantities of valuable precious metals in production — the list goes on and on.

Canadian primary industries are steadily increasing their use of secondary materials as substitutes for raw materials. For example, Canada's largest industry, pulp and paper, has increased its consumption of recyclable paper by more than 40 per cent since 1977.

In 1982, the 43 paper and paper-board mills in Canada that rely wholly or in part on waste, recyclable paper as raw material used 1.115 million tonnes. Of this amount, almost one-third was imported, mainly from the United States.

Canada's steel industry uses more than four million tonnes of scrap iron and steel in its annual average manufacture of 12 million tonnes of iron and steel products.

The oil industry has invested more than \$50 million in the past decade for collection networks and equipment to recover and recycle numerous grades of automotive and industrial oils.

Recycling markets are growing at a dramatic pace in Canada. It is a \$50-billion-a-year industry in North America and some ob-

servers estimate that it could grow by 1 000 per cent over the next 20 years. By the year 2000, it could become a mirrored economic image of all industry in existence today.

Available information

Information on recycling in Canada is available from a number of sources. One of the most prominent is *Recoup's Material Recycling Information Service* which offers Canadian companies up-to-date information on recycling opportunities in North America.

Through the monthly newsletter *Materials Recycling Markets (MRM)*, which is the only pricing sheet for ferrous, non-ferrous and paperstock scrap materials in various regions across Canada, recycling companies are able to advertise for scrap materials. In addition recycling industry developments of interest are featured.

A quarterly magazine devoted to recycling industry developments in North America, *Recoup* also offers readers in-depth coverage of international recycling developments; import and export opportunities; new product and technical news; as well as international recycling convention coverage.

An annual trade directory, the *Canadian Recyclers Directory*, features company listings by scrap materials handled, articles and references. It includes equipment listings and relevant government departments and acts as an advertising medium for new recycling products or products that may be of interest to recycling companies.

The *American Recycling Market Directory*, an annual trade directory, features listings of US recycling companies by scrap materials handled; a monthly working calendar section; listings for particular materials handled; and a reference section.

(From *Canada Commerce* December/January 1984-85.)

Skates for sale in China

A Calgary, Alberta import-export company has made an arrangement to sell Bauer skates in China to a potential market of 250 million people. Bauer Athletic Footwear Ltd. of Toronto has agreed to let America-Canada Investment Consultants International Ltd., headed by Chinese-born John Chan, be its representative in China in return for a royalty on sales.

Mr. Chan estimated Bauer could sell 100 000 pairs of skates in the first year. The main market is in northern China, where there are many outdoor skating facilities. Bauer produces 500 000 pairs of skates a year in Canada and another 50 000 annually at an Italian plant for the European market.