

At last! Time to recycle coffee cups in Denver

Alpine Waste & Recycling delivers on promise to pull items from trash

DENVER (Sept. 19, 2018) – [Alpine Waste & Recycling](#), the undisputed leader in Colorado recycling innovations, has completed its long-awaited plans to separate thousands of coffee cups from the local trash stream.

In conjunction with the [Foodservice Packaging Institute](#) and FPI's [Community Partnership program](#), Alpine recently agreed to an arrangement with [Sustana](#), a pulp mill in De Pere, Wis., that will allow all environmentally conscious coffee shop patrons to begin tossing their empty cups into the recycling bin, assuming the coffee shop has a pick-up arrangement with Alpine.

Until now, the complex material of the standard coffee cup made the cups difficult if not impossible to recycle in an economically feasible manner. Alpine executives decided a year ago that they wanted to be first to break the coffee-cup recycling barrier in Denver.

“We take great pride in the innovations we have brought to the industry,” said Alpine founder John Griffith. “We are constantly on the lookout for opportunities to make these kinds of advancements.”

Alpine previously led the way in the recycling of other, equally difficult materials such as juice cartons, Styrofoam and rigid plastics. Alpine was also the first to use a robot to help with separation of recycling materials; and that robot will be instrumental in the recycling of coffee cups.

Sustana Vice-President of North American Sales Jay Hunsberger said his company is ready to begin processing the coffee cups as soon as Alpine can collect its first truckload, possibly as soon as next month.

“We are pleased to offer this important service to the recycling industry, and we’re especially pleased with the partnership that which provides a closed loop, zero waste solution. Our state-of-the-art equipment allows us to continue these kinds of breakthrough partnerships,” Hunsberger said.

Studies in recent years have indicated to Alpine that the recycling plant might receive as many as five tons of coffee cups per month at the start of the program, depending in large part upon consumer awareness and willingness to participate.

About Alpine Waste & Recycling

Alpine Waste & Recycling, a division of Waste Industries, is a commercial waste, recycling and compost collection company operating in Denver, Colo. Founded in 1999 as a single-truck

operation, the company has parlayed a customer-service and sustainability focus into a compound annual revenue growth rate of greater than 35 percent. With more than 80 trucks and more than 200 employees, Alpine handles more than 300,000 tons of waste and recycle products per year. In both 2009 and 2016, the Colorado Association for Recycling named Alpine as the state's most outstanding business for its recycling/diversion program (Altogether Recycling™). In 2008, ColoradoBiz Magazine named Alpine as the state's Top Company (Service Category); then named Alpine as a Top Company Finalist in 2012 and 2016. In 2010, the magazine named Alpine as a "Colorado Company to Watch." Commerce City named Alpine as its 2010 Small Business of the Year; and the Metro Denver Chamber of Commerce named Alpine in 2011 as a Finalist for Green Company of the Year Award. Alpine also was the recipient of the ACG's 2012 Emerging Growth Award. For more information call 303-744-9881, or go to www.AlpineWaste.com.

ABOUT SUSTANA GROUP

As an enduring supply chain partner for any fiber and/or paper customer with a sustainability mandate, *Sustana* stands for high-quality products, sustainable manufacturing operations and responsible business practices. Sustana a company of De Pere, Wisconsin, one of the only qualified manufacturers of FSC certified recycled fiber and FDA-grade recycled pulp for direct food contact. To learn more about Sustana's sustainable products and manufacturing practices, please go to <http://SustanaGroup.com>.

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