

# EDUCATING ROOFING CONTRACTORS ABOUT RECYCLING

**Martin Grohman**  
**Director of Sustainability**  
**GAF**



# About GAF...

## GAF is North America's largest roofing manufacturer

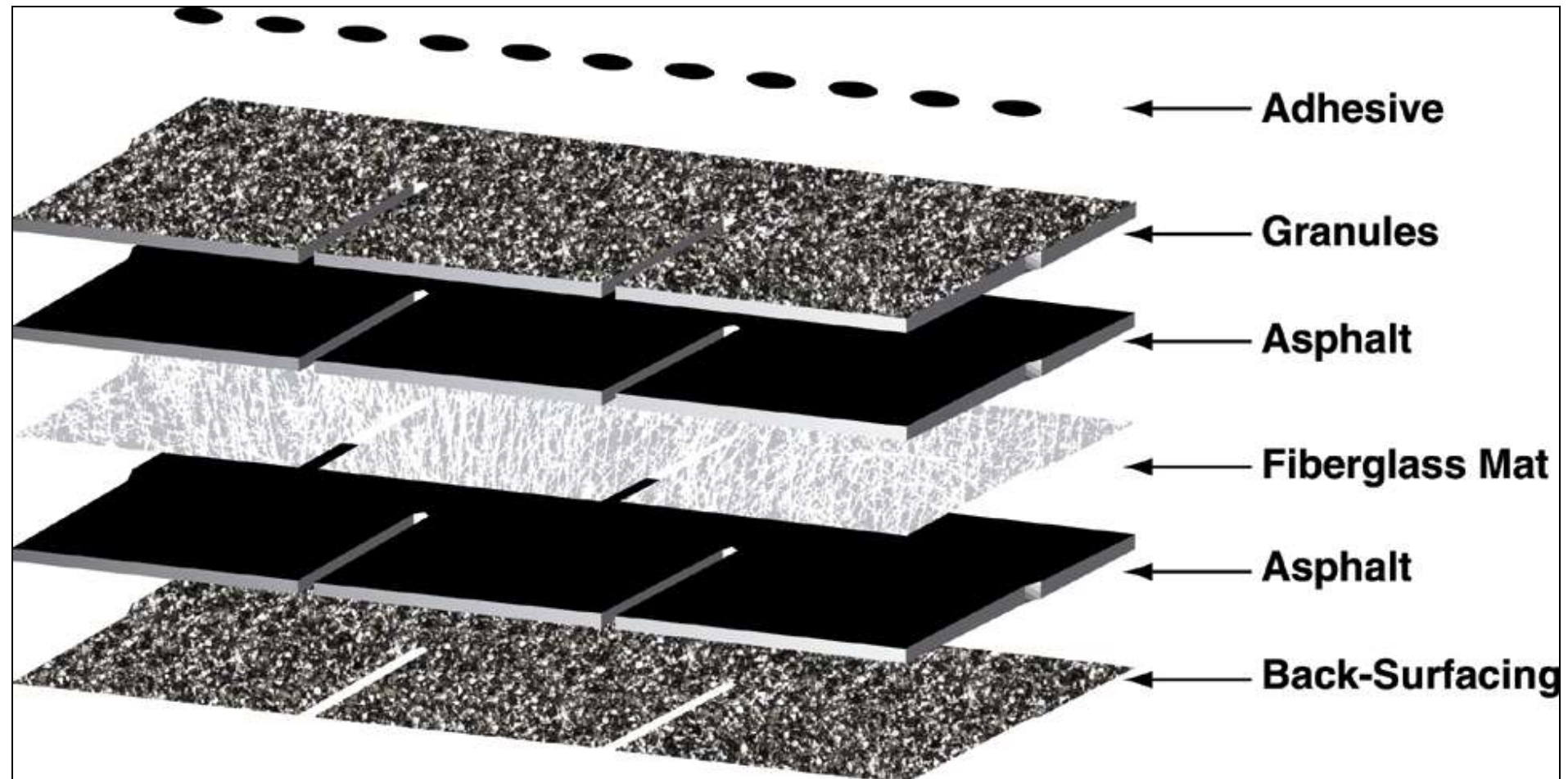
- ◆ Strongest distribution platform, reaching all kinds of consumers
- ◆ Industry Leader in training and education
- ◆ Industry leading Certified Contractor Program
- ◆ Market leader in Contractor Marketing Programs

# Agenda

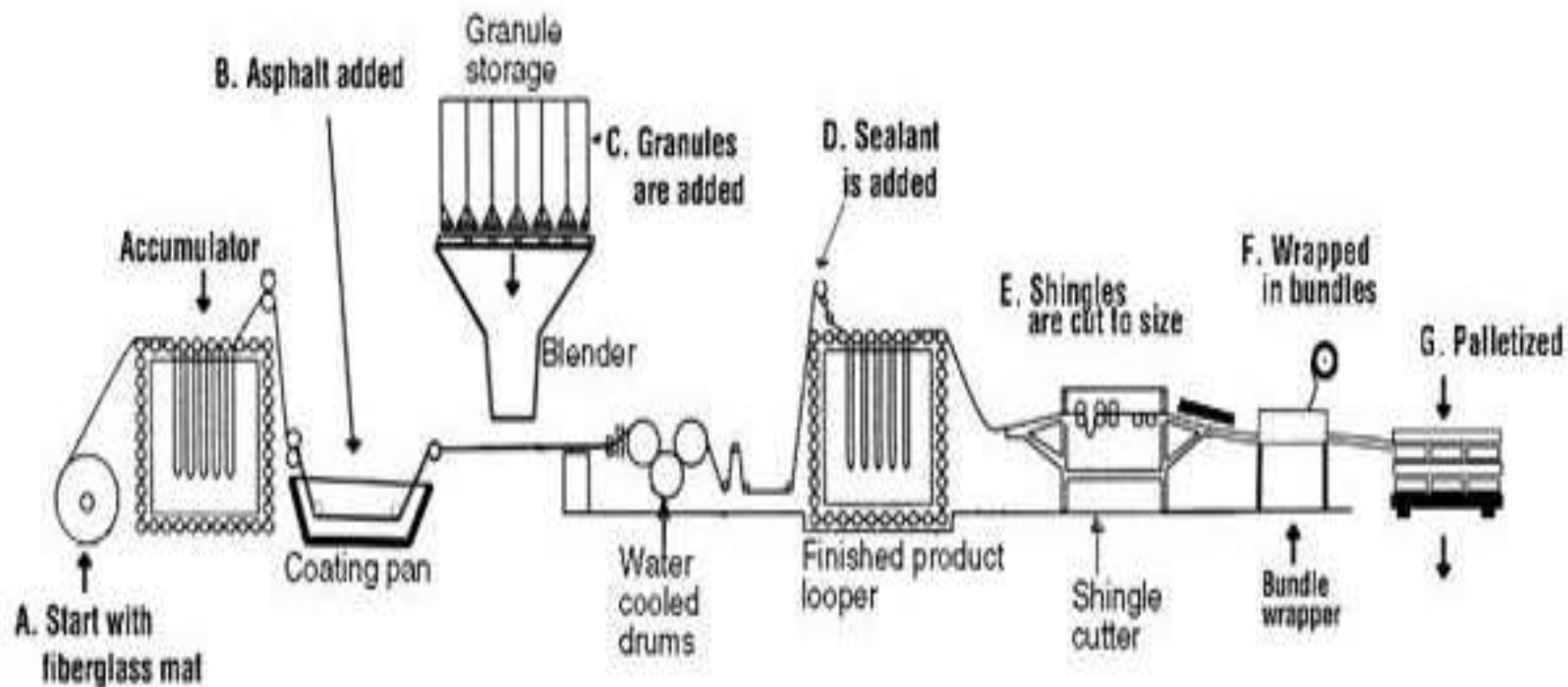
---

- How are shingles made?
- What are GAF's goals in shingle recycling?
- How do we educate Professional Roofing Contractors about shingle recycling?
- How does GAF support the Shingle Recycling Industry?
- What's next?

# The Shingle Recipe



# The Shingle Manufacturing Process



# Possible to recycle old shingles into new ones?

A cross-functional team looked at whether in-house shingle recycling might make sense

◆ Economics

◆ Performance

Roofing production requires the raw materials separated into component parts

We offer lifetime warranties

Need an external market

# The asphalt shingle life cycle



Manufacturing

- Granules, glass, limestone, and asphalt

Roof

- Durable, adaptable roofing

Road

- Smooth, safe pavement

Recycled Pavement

- Pavement can be reclaimed multiple times

# What are GAF's goals in shingle recycling?

## To advance recovery rate of shingles

- ◆ Make it easy for people to recycle shingles
  - No alliance with any specific recycling company
  - We want to list as many legitimate locations as possible on [ShingleRecycling.org](http://ShingleRecycling.org)!
- ◆ We are focused on education!

## Also

- ◆ To help stimulate demand in the paving industry
- ◆ Make people aware of the recycling option
- ◆ To get you clean pre-sorted material!

To increase awareness and availability



# Believability



# Contractors View of Recycling

From a recently conducted survey of contractors:

Is the ability to offer recycling of torn-off shingles a competitive advantage that would distinguish you from other contractors?

## Response

<u>Yes</u>	<u>41%</u>
No	59%

Source: Company Research



# But if I can save money...

If you had an opportunity to save 10% of your disposal costs and market yourself as someone who recycles shingles, would you be willing to take the time to separate torn-off shingles from other waste?

## Response

<b>Yes</b>	<b>92%</b>
No	8%

Source: Company Research



# Program Developed



Recognizes contractors for a variety of sustainable business practices, including recycling

## Training on Recycling

- ◆ Talking to homeowners
- ◆ Pre-sorting loads

# How do we educate Professional Roofing Contractors about recycling?

**Do**



**Don't**



# What about Nails?



# Tracking Recycling Activity

Recycling activities are confirmed via weigh tickets

Roofing company provides the information to GAF, and may receive awards or recognition for amount recycled\*

GAF sponsors the Find-A-Recycler function of [www.shinglerecycling.org](http://www.shinglerecycling.org), and encourages our roofers to use a listed recycler, but it is not required



\*GAF is not responsible for the acts or omissions of shingle recycler.

# Example Documentation

## CONSTRUCTION WASTE and RECYCLING REPORT

RECYCLE MORE.  LANDFILL LESS.™

Construction Waste & Recycling Manager: Atomic Recycling Telephone 612-623-8888

Responsible Party: Home Street



### DUPLICATE TICKET

Dem-Con Landfill LLC, MN  
OFFICE  
13020 Dem-Con Drive  
Shakopee, MN 55379

Weighed: Amy  
Deposit: Amy  
BILL TO: 432  
Contractor - Cash

Vehicle ID:  
Reference: WHTF  
Truck #: WHTF

Origin: RAMSEY COUNTY  
DATE IN: 10/23/2010 TIME IN: 09:30  
DATE OUT: 10/23/2010 TIME OUT: 09:43

INBOUND TICKET Number: 02-274607

SCALE 1 GROSS WT. 18780 LB  
SCALE 2 TARE WT. 9020 LB  
NET WEIGHT 9760 LB

Qty	Description	Amount
4.88	Shingle Direct Load	87.84

NET CASH AMOUNT: 87.84

Construction Waste Summary	Tons	% of Total
Total On-Site Source Separation	3.93	100.00%
Total Off-Site Source Separation - Recycled	0.00	0.00%
Total Waste Landfilled	0.00	0.00%
Total Waste Removed from Site	3.93	
<b>Total Recycled</b>	<b>3.93</b>	<b>100.00%</b>

Construction Waste Summary	Tons	% of Total
Total On-Site Source Separation	3.57	100.00%
Total Off-Site Source Separation - Recycled	0.00	0.00%
Total Waste Landfilled	0.00	0.00%
Total Waste Removed from Site	3.57	
<b>Total Recycled</b>	<b>3.57</b>	<b>100.00%</b>

Construction Waste Summary	Tons	% of Total
Total On-Site Source Separation	4.84	100.00%
Total Off-Site Source Separation - Recycled	0.00	0.00%
Total Waste Landfilled	0.00	0.00%
Total Waste Removed from Site	4.84	
<b>Total Recycled</b>	<b>4.84</b>	<b>100.00%</b>

In Time 01/03/2011 06:19:49  
Out 01/03/2011 06:19:49  
Scale scale1  
Operator BCAMPBEL  
BCAMPBEL  
Comments :

Product	LD%	Unit	Qty	UOM	Origin
1 Single Stream	100		13160	lb	

\*\* Scale Ticket \*\*



11 Allstate Parkway  
Suite 105  
Markham, Ontario L3R 9T8  
Phone : (416) 785-7392  
Fax : (905) 480-9342

Ticket # : 00013527 Date : 21 Jan 2011  
Supplier : FAC001 - FACXXXX, JOHN B  
123 MAIN ST  
NEW YORK, NY  
11111

Plate # : AAADDDDEEE  
Lic. No. : 111 222 333  
Time In : 11:25 am Out : 11:26 am  
Served by: scrappit Scale: 0

Gross	Tare	Net	Wt	Ext
Asphalt Shingles				
Price : \$ 40.00	per GT			\$160.00
4,000 GT	.000 GT	4,000 GT		
8960 LBS	LBS	8960 LBS		

TOTAL ----> Net --- \$ 160.00

4 GT 4

Number Of Items : 1



se# :  
:  
:  
: WM103552  
Ticket# :  
Ticket# :

Gross	Tare	Net	Tons
47660 lb	34500 lb	13160 lb	6.58





# Charging less for pre-sorted tear-offs?

Professional Roofing Contractor does 'pre-sort'

We educate, on how to divide materials:

- Pallets at top or front of box
- Two boxes
- Or place other materials on top, with a tarp dividing

# How Can I contact GAF's Roofers

Zip code locator on [gaf.com](http://gaf.com)

We can do a co-promotion:



The graphic features the Waste Management logo on the left, which includes the letters 'WM' in green and yellow, the text 'WASTE MANAGEMENT' below it, and the slogan 'Think Green.' at the bottom. To the right is the GAF Certified Green Roofer logo, consisting of the GAF logo (a red square with 'GAF' in white) followed by the words 'CERTIFIED GREEN ROOFER' in green, with a house silhouette above the word 'ROOFER'. Below these logos, the text reads: 'Discounts on recycling at Waste Management's Willow Oak Landfill for GAF Certified Green Roofers!\*' and '*GAF Certified Green Roofers receive a discount of 66% off of normal Gate Rate!!!*'. At the bottom, a rounded rectangular box contains the pricing: 'Clean Loads \$X/ton\*' and 'Dirty loads \$2X/ton'.

\*Coupon valid only for GAF Green Certified Roofers. Valid until [date]. Not to be combined with any other offer. Maximum value of this coupon is [amount]. GAF is not responsible for the acts or omissions of shingle recycler.

# How can we help?



We're trying to build the largest listing of legitimate shingle recyclers anywhere

List your business and encourage others to do so!

# Where do I need recyclers?

---

Raleigh

Salt Lake City

Northern New Jersey/Southern NY

Florida

Everywhere!

# Next Steps

---

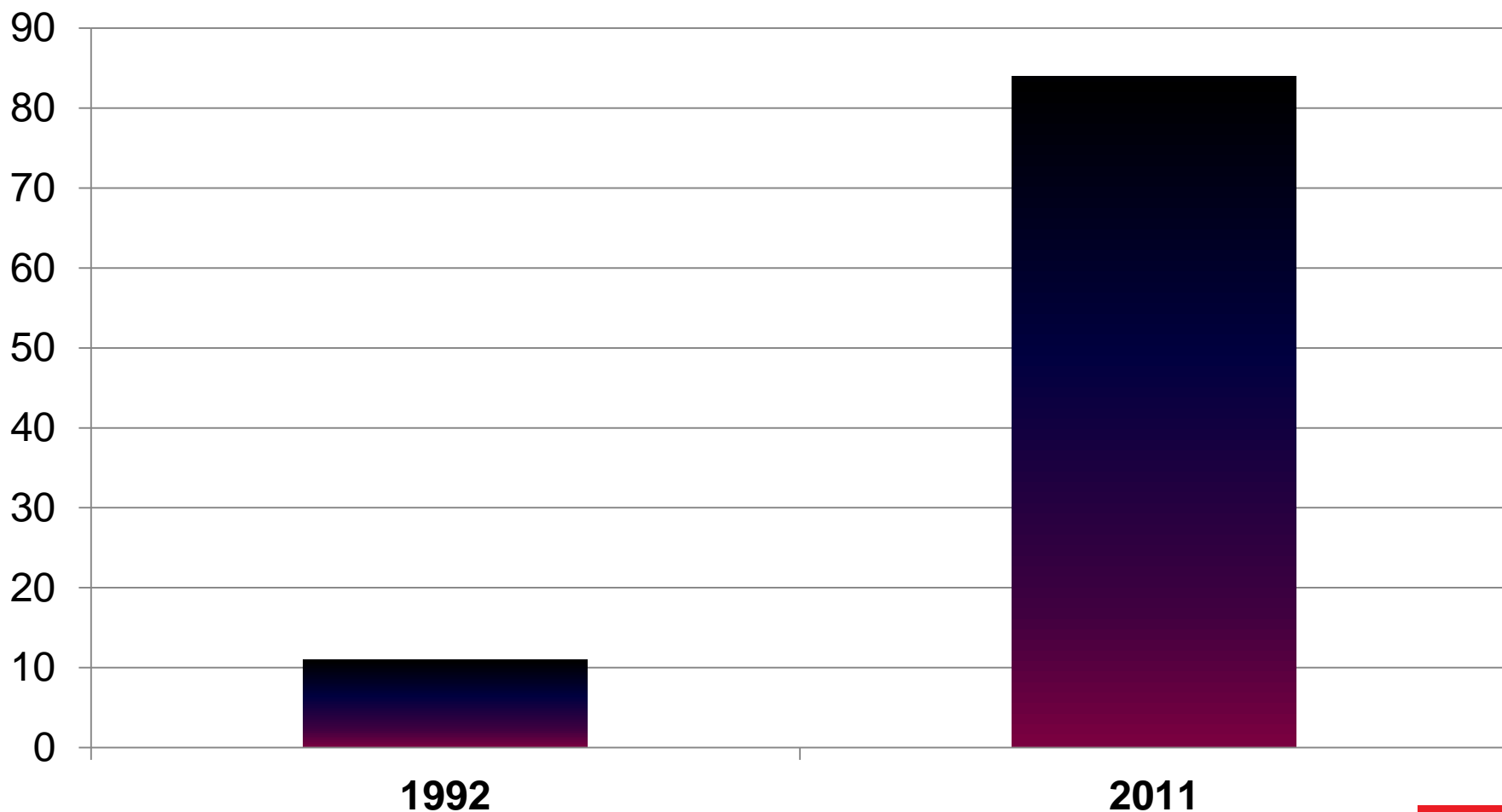
**How/if to 'certify' recycling sites?**

**BUR Recycling**

**Continue to Grow Recovery Rates**

# Recovery Rates in the Tire Industry

## % Post-Consumer Tires Recovered for Recycling



Source: Bridgestone Americas

