

The Fayetteville Observer Goes Green

The Fayetteville Observer, North Carolina's oldest newspaper still in publication, joined the Green Business

Program in early 2010. According to Kenny Long, Assistant Operations Manager, The Observer joined the Green Business program because the company and their employees "care about doing what is right for our community and our environment." The Observer already had an aggressive recycling program and the publication itself is printed on paper that contains an average of 42% post consumer recycled content and the inks are 6%-13% soy based.

The Observer collects and recycles numerous items, including office paper, newspapers, magazines, cardboard, paper end-rolls, aluminum cans, plastic bottles, aluminum printing plates, plastic wrap, pallets, plastic and metal newspaper mailboxes, coin-operated newspaper stands, scrap metal, and industrial oils, lubricants and degreasers. Since joining the Green Business program, The Observer has started tracking the quantities of waste recycled and estimates that 150 pounds of office paper is generated per day. The total paper recycled in January 2010 was 175 tons, or 350,000 pounds! Additionally, the company recycles 20,000 pounds of cardboard per month (based on a three month average), and 6,000 pounds of end rolls in a month. Before enhancing their recycling program, The Observer's garbage compactor was being picked up once every 3-3½ weeks. Now, the garbage compactor is picked up every 6 weeks, which saves money on hauling fees as well as reduces tipping fees at the landfill, which run \$40 per ton.

In addition to recycling, The Observer also believes in materials reuse. Re-using cardboard from the ends of paper rolls to stack and sort newspapers, refurbishing newspaper stands, reusing pallets and purchasing used processing equipment are all practices which save the company money and resources.



The Fayetteville Observer
www.fayobserver.com



Additional measures that the company has implemented as part of its Green Business certification include:

- **Replacing styrofoam cups with paper cups.** Observer employees had been consuming 400 styrofoam cups per day; once they switched to paper cups, consumption dropped to 50 cups per day! Employees now use cups more sparingly and many have switched to personal, washable cups.
- **Switching to chlorine-free and recycled-content paper products** for items such as office paper, paper towels and toilet paper.
- **Switching from traditional to green cleaning products**, which are bio-based and biodegradable.
- **Printing all business cards on recycled-content paper.**
- **Requesting less-toxic pesticides to be used only when needed.**
- **Making strides in energy conservation** by switching incandescent lights to fluorescent, delamping overlit areas, switching off lights in unused areas, and using task lighting where possible.
- **Switching The Observer's vehicle fleet over to diesel**, which has saved natural resources and money.
- **Using a state-of-the-art, programmable HVAC system.** The system takes into account outside air temperature and humidity and can be accessed and adjusted remotely.
- **Conserving water** by adding lowflow toilets and faucet aerators and irrigating landscape areas manually and only when needed.



Employee awareness of The Observer's green practices has increased, due to meetings, memos, newsletters, signage and operational changes. These changes have been embraced and many employees are carrying these practices over into their personal lives.

Congratulations to the The Fayetteville Observer on their certification as a Sustainable Sandhills Certified Green Business!

About The Fayetteville Observer:

The Observer traces its roots to the establishment of the Carolina Observer in 1816. The Fayetteville Observer is the flagship publication of Fayetteville Publishing Company, which has several other publications, including The Carolina Trader, Next!, Acento Latino, The Sandspur and Discover Fayetteville. The company is also involved in the advertising sales, printing and distribution of the military newspaper "The Paraglide" at Fort Bragg. With its new presses, Fayetteville Publishing Co. has also established a strong reputation in commercial printing for various publications throughout the Southeast.

About the Green Business Program:

Green businesses reduce waste, promote recycling, become energy and water efficient, purchase eco-friendly products and educate their employees and customers about the multiple benefits of a sustainable community. For more information about how your business can become a SS Certified Green Business, please contact one of our Green Business Coordinators:

[Heidi Johnson](#), 910-484-9098

Cumberland, Harnett, Hoke, Lee and Robeson counties

[Kea Capel Meacham](#), 910-639-3983

Moore, Montgomery, Richmond and Scotland counties

For more information on the SS Green Business Program, [click here!](#)

