



National Survey Results About How and Why Businesses Recycle Released by AERC Recycling Solutions

Key Findings: Companies are Looking for Flexible and Affordable Recycling Options in order to Meet the Needs of Customers, Regulators and the Environment; Nearly Two-Thirds of Firms Do Not Know How Their Data is Destroyed

Miami, FL ([PRWEB](#)) January 5, 2011 -- American businesses are looking for affordable and flexible options when it comes to recycling, according to results from a national survey conducted by an independent third-party, [AJR & Partners](#), on behalf of [AERC Recycling Solutions](#). The research will help to determine how the full-service recycling company can help improve business-recycling rates in the U.S. and reduce waste streams that would otherwise end up in landfills.

The [2010 AERC How & Why Businesses Recycle Survey](#) tracked two types of companies: those that recycle and those that do not. Of the 600 completed surveys, results indicated that 90% of American businesses practice some form of recycling and 10% do not. Fifteen industries including manufacturing, electronics, software, medical services, finance, insurance, real estate, education, retail and public administration were represented by survey participants from all over the country. More than two-thirds of all survey respondents had annual revenue under \$25 million and 20% under \$1 million.

Key Findings

Companies that do recycle and those that currently do not are both looking for affordable solutions and more options in order to start or increase recycling efforts. Surveyed companies are not aware of how their information is being destroyed, if it is being destroyed. Key findings include:

- 90% of firms either don't know how their data is destroyed or have insufficient data destruction practices for protecting their organization from data leaks or hackers retrieving sensitive information.
- The top three recycled waste streams with over 80% rates of recycling are batteries, electronic waste, and lamps.
- Slightly more than half (51%) of firms that do not recycle say their customers, vendors and employees want them to recycle, but the primary reasons for not having a recycling program in place (for 72% of companies) is lack of options or it's too costly.
- 45% of firms that do recycle say that their cost of doing business has decreased by having a recycling program through lower insurance premiums or reduced liability risks for the company.
- Having additional options in recycling programs is a factor in deciding if surveyed firms recycle or increase their recycling rates.
- About 40% of all companies report a need for more access to recycling options.

“The 2010 AERC How & Why Businesses Recycle Survey was important for us to learn how to improve customer service and better communicate the benefits of recycling,” said Lindsay L. Landmesser, VP of Sales and Marketing, AERC Recycling Solutions. “Since options and flexibility are important to most companies, AERC is able to provide those solutions while helping to reduce operational liability and regulatory costs.”

Findings of Companies That Do Not Recycle



More than two-thirds (72%) of the companies that do not recycle say that it is either too costly to recycle or they do not have available options in their geographic region. One-third of the companies say they do not recycle because there is no law mandating it.

Slightly more than half say their customers, vendors and employees want them to recycle, but the options are not there for them to meet those demands. A full 10% of firms not recycling say they have no interest in recycling.

Findings of Companies That Do Recycle

Nearly all firms that currently recycle are genuinely concerned about the environment and conserving natural resources as well as being in full compliance with regulatory and industry practices. About 45% say that recycling actually reduces their cost of doing business by paying lowered insurance premiums or reducing liability risks. The top three obstacles to increasing recycling are:

- Space limitations for recycling containers
- Inconvenience of separating materials
- Cost

In order to increase recycling rates, more than one-third (35%) of firms that recycle say that more training is needed to implement recycling programs for different types of waste streams.

Data Destruction

Results also revealed that 90% of firms either don't know how their data is destroyed or have insufficient practices for protecting their organization from data leaks or hackers retrieving sensitive information. Close to two-thirds (63%) of companies that recycle do not know how their data is destroyed. When asked how their firm's data is destroyed, 28% of respondents say that they have "no idea." More than a quarter (27%) of respondents say they delete files off of their computer.

"Just deleting files does not completely destroy the information, but simply moves the files to an area of the hard drive that is not visible to the average person," added Landmesser. "AERC specializes in Electronic Waste by completely destroying all data contained on data storage devices collected from clients and ensuring that disposal adheres to our Zero-Waste-to-Landfill Policy."

About AERC Recycling

AERC Recycling Solutions is committed to a green world by helping clients in proper end-of-life management of assets, including those containing sensitive data and components hazardous to our environment. AERC has become an industry leader through its partnerships with clients by providing unmatched convenience, regulatory compliance and expert consulting to handle Electronic Waste issues. AERC is committed to responsible recycling practices for a healthier tomorrow.

AERC maintains a Zero-Waste-to-Landfill Policy for all of its hazardous electronics/ electrical recycling services. AERC operates five Electronics Processing facilities, also known as Com-Cycle, in five separate geographic locations. The AERC/Com-Cycle facility in West Melbourne, FL is a Certified Electronics Recycler®, independently certified to both the R2 and RIOS standards. AERC is committed to certifying all



five electronics recycling facilities. All electronics are dismantled domestically by our highly trained staff. Any information on data storage devices is either wiped to the Department of Defense Standards or physically destroyed. AERC offers its clients compliance with Federal, State, and Local regulations. For additional information please visit <http://www.AERCRecycling.com> or <http://www.com-cycle.com>.

AERC is on Twitter [@AERC_Recycling](https://twitter.com/AERC_Recycling). You can also search for AERC Recycling Solutions on [Facebook](https://www.facebook.com/AERC_Recycling) and [LinkedIn](https://www.linkedin.com/company/AERC_Recycling).

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