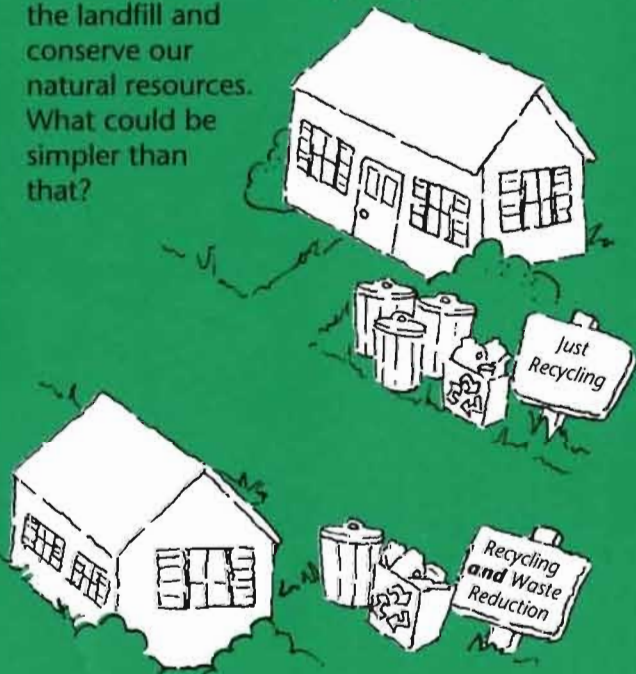


## What is "Waste Reduction"?

Waste reduction comes before recycling. **Recycling** is collecting and remanufacturing materials already used. **Waste reduction** is decreasing or eliminating the amount of materials initially used. If you start out — before making a purchase — by considering what your needs are, and cutting waste to begin with, you are practicing waste reduction.

Why is this so important? Well, by stopping to think before you shop, you can keep products and packages out of the landfill and conserve our natural resources. What could be simpler than that?



For more information about waste reduction call the Department of Natural Resources at 608-266-2711.

## Waste Reduction: It's Habit-Forming!

Okay, so you're making smart shopping decisions and asking key questions before, during and after your shopping trips. Now, how about some other ideas for making waste reduction a daily event? All you need to do is . . . think it through!

- Reuse products whenever possible — like shopping bags, resealable sandwich bags, reusable plastic containers, refillable pens, both sides of paper.
- Choose well-made products that are easy to repair and have long warranties.
- Replace incandescent bulbs with compact fluorescent bulbs — it means using fewer bulbs and achieving greater energy savings. In fact, they'll pay for themselves in no time!
- Share magazines and newspapers with a friend, nursing home, hospital or library.
- Look for concentrated products — their smaller size means less packaging.
- Choose economy-sized packages, but only if you can use the product up. If you can't use it all, share the excess or purchase smaller sizes.
- Rent or share rarely used items, like floor polishers or party supplies. Try reusable plasticware for picnics and tailgate parties!
- Try setting up a neighborhood lawn equipment program, to share less-used tools and machinery.
- Reuse children's toys by donating to a day care center, thrift shop or charity.
- Give old clothing a second life by donating to local clothing drives or thrift shop. Shop at secondhand stores.



# WASTE REDUCTION



Think it through . . .  
it's up to you!



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# Recycling was just the beginning . . .

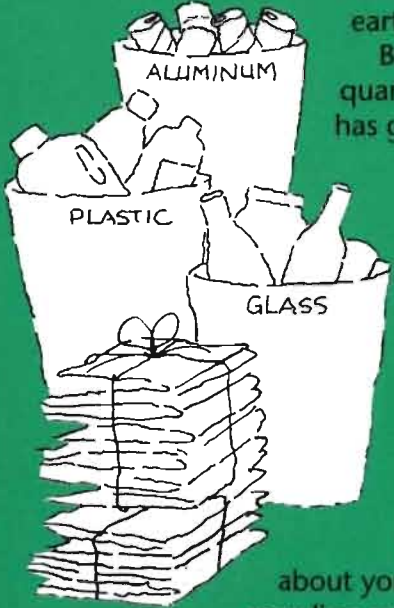
*Congratulations!* As a faithful recycler, you've been playing an important role in doing what's best for our environment. In fact, for many of us, recycling was our first step toward keeping our earth green.

But more than a quarter of a century has gone by since those early newspaper drives back in the 1960s—and with the nineties has come a whole new approach to helping our environment.

Today, you need to start thinking

about your trash *before* recycling or disposal time — you need to make good decisions when making purchases to save resources and stop waste at its source.

It's easy...and it's called waste reduction.



Reflect  
Reduce  
Reuse  
Repair  
Recycle

## So, think it through!

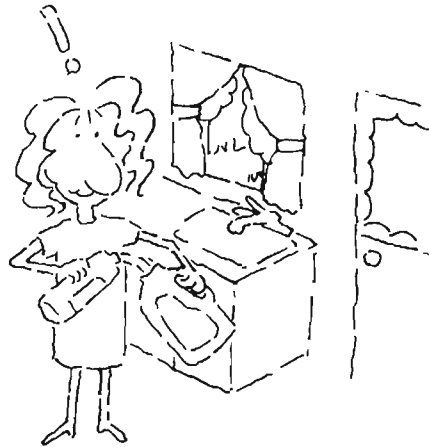


1. **Before shopping**, make a shopping list and ask:

- What do I need to do the job?
- Do I already have a product that will do the job?
- How much do I *really* need?
- When and where will I use it?
- What will be left when I'm done with it?

2. **While shopping**, reflect upon your real needs:

- Will this product last a long time?
- Which package makes the least waste?
- What does the label say?
- Does the product serve my needs?
- What size do I really need?



3. **Take care of the product** and/or its packaging properly:

- Share or donate any leftovers.
- **Repair** it.
- **Reuse** or **refill** it if possible.

4. **After use:**

- **Recycle** the packaging.
- Dispose of it safely — but only as a final option!

**Reducing** trash is so easy, you may already be doing it. Just remember to think it through!

### Brought to you by The Wisconsin Waste Reduction Coalition

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Wisconsin Dept. of Agriculture Trade & Consumer Protection  
Wisconsin Dept. of Natural Resources  
Wisconsin Grocers Association  
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