



Media Contact:

Steve Caulk

303-410-4971

srcaulk@proconnectpr.com

How Much Are We REALLY Recycling?

On-Board Technology Gives Alpine Waste & Recycling Customers Precise Reports of their Environmental Success

COMMERCE CITY, Colo. (April 19, 2012) – Just in time to help celebrate Earth Day, [Alpine Waste & Recycling](#) has launched an innovative program that will precisely measure their customers' recycling and composting efforts.

Alpine, the largest fully integrated independent waste and recycling company in Colorado, has outfitted each of its collection vehicles with smart devices that weigh and record the contents of each customer pick-up. This data is used to provide monthly automated reports to Alpine's customers detailing the waste diversion percentage and sustainability impact of their recycling efforts. These reports will appear monthly on the back of each customer's invoice.

It is the only automated report of its kind generated by a waste hauling company in Colorado, and Alpine believes it may be the first of its kind in the nation.

"Many customers who recycle do so because they recognize the value of recycling for the environment, the community, and future generations," said Alpine President John Griffith.

"However, until now there has been no accurate way to measure or understand the results of these efforts. Our automated reports will accurately display the quantity of material recycled, the waste diversion percentage, and its impact on the environment for our customers."

Alpine's entire fleet of 60 trucks has been outfitted with this system. Additionally, Alpine is in the process of transitioning its entire fleet to natural gas-powered vehicles, further cementing Alpine as the leader of sustainability in its industry in Colorado.

About Alpine Waste & Recycling

Alpine Waste & Recycling is the largest privately held commercial waste and recycling collection company in Colorado. Founded in 1999 as a single-truck operation, the company has parlayed a focus on customer-service and sustainability initiatives into a compound annual revenue growth rate of greater than 40 percent. With more than 50 trucks and more than 170 employees, Alpine handles more than 300,000 tons of waste and recycle products per year. In 2009, the Colorado Association for Recycling named Alpine as the state's most outstanding business for its recycling/diversion program. That division of Alpine is called Altogether Recycling.™ *ColoradoBiz Magazine* in 2008 named Alpine as the state's Top Company (Service Category); and in 2010 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. Most recently, Alpine was named as the recipient of the ACG's 2012 Emerging Growth Award winner. Information: 303-744-9881, or go to www.alpinewaste.com.