



Media Contact:

Steve Caulk

303-410-4971

srcaulk@proconnectpr.com

Alpine Waste & Recycling hosts Earth Day event

'Influencers' get tour of processing plant with focus on cartons

DENVER (April 22, 2019) — With an emphasis on preserving the planet through technology, [Alpine Waste & Recycling](#) hosted a group of social media “influencers” at the company’s recycling plant on Earth Day.

The six social media gurus from around the Denver area and as far away as Pine, Colo., spent several hours at the plant asking questions about what can and can’t be recycled, about the innovations that Alpine has incorporated into its sorting process, and especially about what the future holds for recycling.

The event was organized by the [Carton Council](#), which hoped to help educate the public about the importance of recycling cartons. Alpine was the [first recycling company in the state to offer carton recycling](#), and Alpine was the [first in the state to implement an artificial-intelligence robot](#) to help sort those cartons.

“The more people who understand the way we process these materials, the more probable it is that we will be able to operate in the most efficient, productive manner,” said Brent Hildebrand, VP-Recycling for Alpine.

The social media influencers had dozens of questions, including these:

- “What should people do if their cartons don’t have recycling logos on them, are they still recyclable?” (Most likely, yes; and the Carton Council is trying to persuade the carton-manufacturing industry to include those logos as often as possible.)
- “Should we crush the cartons before putting them into recycling bins, or just leave them in their natural form?” (The recycling process actually works best if the cartons are NOT crushed, because the robot can recognize it more easily.)
- “What do I do if I don’t have carton-recycling available to me through my service or in my area?” (Contact your municipality, or your HOA, or your waste hauler, or whomever might help make the service available. Alternatively, you can even mail the material to recycling plants that accept cartons.)

“This event gave us another perspective on the issues connected with recycling,” said Wendy Fauth, Alpine’s recyclable materials manager. “It’s good for us to know what the general public is thinking, and what it’s going to take for us to educate everybody.”

About Alpine Waste & Recycling

Alpine Waste & Recycling, a wholly owned subsidiary of [GFL Environmental Inc.](#), is a commercial waste, recycling and compost collection and processing company operating in Denver, Colo. Founded in 1999 as a single-truck operation, the company has parlayed a customer-service and sustainability focus into growth of more than 50 percent since 2015, and the Denver Business Journal listed Alpine as the eighth fastest-growing large company in the Denver area in 2018. With more than 115 trucks and more than 250 employees, Alpine handles more than 400,000 tons of waste and recycle products per year. In both 2009 and 2016, the Colorado Association for Recycling named Alpine as the state’s most outstanding business for its recycling/diversion program (Altogether Recycling®). 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. Alpine also was the recipient of the ACG’s 2012 Emerging Growth Company Award. For more information call 303-744-9881, or go to www.alpinewaste.com.