

WEIMA helps IWF go green, reduce waste

IWF, WEIMA America, Georgia World Congress Center, the Atlanta Convention & Visitors Bureau and GES all joined forces to help make IWF 2008 a little greener with the Recycling Project.

The first Recycling Project ever held at an industry trade show proved to be a success as the amount of wood-waste containers was reduced 34 percent from 176 containers to 117 containers.

"We have reduced our footprint on the landfills; this is a great step in the right direction as we do our part to reduce waste, become more efficient and lead by example by 'Going Green' at IWF 2008," says Patrick LaFramboise, president and CEO of IWF.

"From our standpoint utilizing all of our resources in tandem with IWF and their partners in these efforts makes not only good

business sense but most importantly reduces the ecological impact we have on our community," says Mark Zimmerman, general manager of the Georgia World Congress Center. "GES is very involved in green projects, and we were glad to support IWF with our resources in the Recycling Project," says Danny Harris, senior account executive of GES.

WEIMA America provided a WL15 hopper-fed shredder with both in-feed and discharge conveyors. This machine handled everything from pallets and crates to all types of wood scrap from demonstration machines. The benefit of the shredder is to reduce the size of bulky materials and the volume of waste that would be going into a landfill.

"We knew it was going to be a beneficial program and we wanted

to be a part of it," Vikki Van Dam, inside sales and marketing manager for WEIMA America, said before the show.

"Being at the show for many years, we've seen how much waste is actually being produced on a daily basis, and with the push to go green and stay environmentally friendly, we thought this was a great opportunity to show not only the attendees but basically the city of Atlanta ways that we can help, how a shredder can help in this process," Van Dam says.

The main purpose of the recycling program is to reduce the amount of waste that will be going into landfills, Van Dam explains. In addition to shredding the material that is being produced at the show, WEIMA will also be destroying old pallets, crates, skids and any left-over shipping materials. **W**

