



POINT BAY MARINA WINS 2006 CSWD WASTE REDUCTION AWARD

April 16, 2007

Drive past just about any marina this time of year and you will see boats shrink-wrapped in plastic to protect them from the elements. Where does all that plastic go when the wrap comes off? When it comes from Point Bay Marina in Charlotte, it gets recycled into plastic pallets and dimensional plastic lumber. Point Bay has been recycling shrink-wrap, among other things, for the past three years. This year, they won the 2007 CSWD Waste Reduction Award for their over-the-top efforts.

Once a year, CSWD recognizes a business for outstanding efforts in waste reduction. Point Bay Marina won the award not only by recognizing that waste reduction goes hand in hand with good business practices, but putting their ideas into action.

"We dry store about 430 boats," says Point Bay Marina manager Steve Gutowski (1401 Thompson's Point Road, Charlotte, VT; 425-2431). "Last year we recycled between 3 and 3.5 tons of plastic. It costs less to ship the wrap as recycled material than it does as regular trash, and we're keeping tons of plastic out of the land-fill. We've increased sales in shrink-wrapping services because people recognize that we're making an effort to recycle."

"Point Bay Marina has gone to great lengths to educate customers about recycling," says Marge Keough, CSWD's Business Outreach Coordinator. "It's great when a business stops thinking of materials as waste, and instead seeks out its value as a resource."

The marina also saves scrap metal from engine- and boat-repair projects and dock maintenance, which is recycled as scrap metal. Waste oil is captured and used to heat the shop in the winter. Other hazardous fluids are collected and disposed of properly.

"All the single-stream stuff gets recycled," continues Gutowski. "And the returnable cans and bottles go towards the shop party at Christmas. There's a lot of money there!"

Switching from landfilling to recycling boat shrink wrap costs the company very little. In fact, customers see only about a 5 percent increase, mainly to cover labor costs. They tried allowing customers to unwrap their boats themselves, but too much waste was mixed in with the wrap.

"Ninety-nine percent of the wraps the customer's did themselves were done wrong," says Gutowski. "They left in materials that needed to be cut out, such as straps, doors, and vents. They would drag it across the lot to the roll-off, getting it dirty. Sometimes they even threw trash in with the wrap." So Point Bay decided to include unwrapping with the wrapping service, and the problems that plagued them before cleared right up, resulting in a smooth-running program.

With only a minor amount of retooling their process, Point Bay Marina succeeded in keeping a valuable resource from being thrown away. "It's not that much extra work," says Gutowski. "You'd still have to get the wrap off and in a container. You just have to treat it a little bit better."

To learn about how CSWD can help your business or institution develop a model waste reduction program—and possibly win the award next year—contact Marge Keough, CSWD Business Outreach Coordinator, at 872-8100 ext. 234.