



HIGHLIGHTS

February 2012 Newsletter

CENTRAL KENTUCKY'S WATER SOLUTIONS COMPANY FOR 30 YEARS

Wilmore 859-858-4407

London 606-864-7508

Richmond 859-623-4700



FROM THE PRESIDENT'S DESK

Continuing the theme outlined in this month's lead story on recycling and its economic benefits to Kentucky businesses, I would call your attention to Play Mart, a company in Somerset which makes children's playground equipment.

Founded and owned by Rebecca Beach, the business employs about 30 people and Beach says that about 80 to 95 percent of their manufactured play structures are built using recycled materials, mostly milk jugs. And they are so proud of it that in their catalogs they actually say how many milk jugs are used in their various products: slides, swings, sandboxes, climbing walls, and benches.

Beach is quoted in the Lexington Herald-Leader (from which the information for this column and the adjoining article was gathered) as saying, "We use about 1 million pounds of post-consumer/post-industrial HDPE (high-density polyethylene) per year, which results in close to 7 million milk jugs not going into the landfill each

(continued on back)

Recycling: Everyone Wins

KENTUCKY BUSINESSES PROSPER

The more everyone recycles, the more it's beneficial for everyone involved," says Steve Feese, director of waste management for the Lexington-Fayette Urban County Government.

That is because a lot of industries in Kentucky rely upon recycled goods, according to Mark York, spokesman for the city's division of environmental policy. "Recycling started out being good for the environment, but now it's really good for the economy," York says.

In an article in the Lexington Herald-Leader in December under the heading "Employing hundreds in Ky., recycling helps environment and economy," the benefits of recycling are outlined in some detail.

The city of Lexington turns recycled goods into cash that helps pay for the costs of recycling and handling trash and other waste, and that is a key aspect of the "recycling cycle."

As Lexington moves further away from being a city that dumps everything into a landfill and toward being a zero-waste city, Feese said, "we're trying to find beneficial reuses. We can recycle and compost the majority of our waste. So why should we continue to landfill, which is the most costly way to handle waste?" In fiscal year 2011, the city handled 25,000 tons of recycled material and made \$2.4 million by selling it to downstream processors. And the city saved an additional \$700,000 in landfill fees.

Recycling is an excellent re-use of newspapers, glass, cans, milk and juice jugs, and, of course, plastic water and soda bottles. The newspaper article describes the journey each takes in its recycling odyssey.

Newspapers go off to a facility in Dublin, Georgia, while much of the glass works its way to an outfit in Atlanta.

Curiously, the largest plant in the world dedicated to aluminum recycling is in our own neighborhood, in Berea, where the Novelis company melts cans down into huge ingots that are shipped to other plants to be turned back into cans. The Berea plant employs about 110 people. Last year, the city sold 281 tons of cans. Something like one in six aluminum cans are processed in Kentucky at some point in their life cycle.

For our Highbridge friends, we want to focus on recycling on plastic bottles, and Mark York says that these bottles are sold to the Signode plant in Florence, KY, which makes plastic strapping. The plant employs about 70 people. Last year, the city sent the company 731 tons of plastic. "They can't get enough of the product," York said.

Highbridge Spring Water's 16.9 oz., 12 oz., and liter bottles now are made from 30% recycled PET (polyethylene terephthalate.)

It is easy to grasp the extraordinary benefits of this kind of reuse. All good. All green.

CUSTOMER FOCUS: TROUBADOUR GUEST EMMYLOU HARRIS COMES CALLING



Emmy Lou woos the crowd at the Highbridge-sponsored Troubadour Series.

The redoubtable Emmylou Harris paid a visit to Lexington's beautiful Opera House in late January and mesmerized the audience with her unique brand of laid-back country style. A full house was treated to a terrific evening of her renditions of well-known classics, but much of the night featured tunes from her two most recent albums. Harris was the most recent star to come play in central Kentucky as a part of the Troubadour Concert Series, for which Highbridge has been the Marquee Sponsor for many years. (Can you spy the bottle of Highbridge Spring Water perched just below her guitar?) Most of the musicians appear at the historic Kentucky Theatre on Main Street in Lexington, but the bigger names, such as Harris, perform at the Opera House. Next up in the series is the Punch Brothers, featuring the former Nickel Creek star Chris Thile, who, the critic Geoffrey Himes of Washington Post declared, "may well be the most virtuosic American ever to play the mandolin" – adding, not insignificantly, that "he has the flirtatious charisma of a major pop star." Thile recently played at the Kennedy Center in Washington, D. C., for a special event which included President and Mrs. Obama among the guests. The Punch Brothers concert is scheduled for April 17, at the Kentucky Theatre.

year. About a third of those milk jugs come directly from the counties and cities, including Lexington residences using the Bluegrass Regional single-stream recycling program, and are processed by the Bluegrass Regional Recycling Corp., a non-profit organization in Richmond.

"We like to 'close the loop' on recycling whenever we have the opportunity — which means sourcing our suppliers as close to our factory as possible," she said. "Lexington is only 70 miles from the factory in Somerset, so we are well within the 500-mile radius required to keep a small footprint for LEED points. Our other source for approximately a third of our HDPE is Mayfield Dairy in Tennessee, less than 200 miles also."

Beach says it works well for her company, "recovering yesterday's plastics for today's play."

At Highbridge, we don't want to sound like a broken record, but we DO want to keep reminding everyone of the benefits of recycling. It is much more than contributing to a green environment: Recycling is putting green backs in the pockets of Kentucky businesses.

And that is the bottom line.

Linda Slagel

Tidbits: There are 0 (ZERO) calories in water.

Drinking water is good to drink, very safe to drink, but not to push up your nose," says Raoult Ratard, state epidemiologist for the Louisiana Department of Health and Hospitals. Two residents of his state have died after using neti pots this year, the first known deaths associated with neti pots. Now that two people have died from infection with brain-eating amoebas after using neti pots, doctors are warning: do not put tap water up your nose. This is not meant to be alarmist, but rather as a cautionary note.

The Highbridge E-Store is up and running, and customers may now take advantage of its many features. Go to www.highbridgesprings.com and click on the E-Store link to check your delivery dates, pay invoice online and contact us to discuss any pertinent topics, such as any specific delivery instructions you might want to tell us about. One thing to note: When paying an invoice through our E-Store it is not possible to enter a decimal from a numeric keypad; the decimal must be entered on the alpha keypad. Also, there is no online purchase of products at this time.

BASKETBALL SPECIAL

Buy three cases (12 bottles per case) of our popular 1 liter "Swish" bottles with the Kentucky Wildcat logo and **get one case free**. Call our office for details.

Questions ??????

Highbridge Customer Service and Highbridge Billing:
859-858-8801

Visit us at Highbridgesprings.com