NEW DATA SHOW DECLINE IN RECYCLING COVERAGE

Since people rely on the media for recycling information, and the media has reduced its recycling coverage, “consumers are not being educated of the many advances recycling technology has achieved in recent years,” said Mary Norton, SRI’s vice president of public and education relations.

To address these concerns, SRI has launched a year-long campaign to rejuvenate awareness of recycling among members of the media, as well as consumers across America. The program, SRI’s “Dialogue With America,” enables SRI to utilize advanced technology to communicate directly with people all across America, and provide the media with insights into what people are thinking in terms of their recycling habits, frequency, participation and overall awareness.

Throughout the year, SRI will post one question a month on its Internet web site (www.recycle-steel.org) in an attempt to gauge this consumer knowledge of recycling. The questions and answers will then be released back to the media at the end of each month to illustrate public understanding, and possibly some confusion, over what can be—and is—recycled in today’s environment, and what the possibilities are for tomorrow.

On the Jobsite

Contractors know that steel’s popularity is increasing in the construction market. Steel framing is easy to handle on-site. It is light in weight because steel has the highest strength-to-weight ratio of any construction material, resulting in the use of less framing material compared to wood for a structure of equal size.

Steel framing is cost effective. It can be purchased to specific lengths, minimizing jobsite scrap. Steel does not twist, warp or split, so there is no need to sort out poor quality product, which saves time and money. An average 2,000 square foot
Steel-framed house can generate as little as a cubic yard of recyclable scrap. Builders reduce their disposal costs and divert material to local landfills.

More builders are taking advantage of panelizing: either building or purchasing preassembled wall, floor and truss components. Steel’s consistent quality and dimensional stability enhance efficiency in-plant or at the jobsite. Panelizing helps speed the framing process for the builder.

Steel is noncombustible, preforms well in high wind and seismic areas, and resists corrosion. It doesn’t shrink or swell with time or humidity changes, so steel framing contributes to better drywall and exterior appearance, as well as the fit of doors and windows.

**STEEL FACT**
An average 2,000-square-foot steel-framed home generates as little as a cubic yard of recyclable scrap.

A New Dimension of Environmental Benefits

All steel products, including steel framing, contain recycled steel. Steel framing contains at least 28 percent recycled steel and is completely recyclable.

Using recycled steel takes the pressure off renewable resources: a typical 2000-square-foot home requires about 40 to 50 trees—about an acre’s worth. With steel, only the equivalent of about six scrapped automobiles is needed.

In contrast to many other building materials, steel is routinely collected in aggregate quantities from construction and demolition sites and recycled into new steel products. At the
end of a steel-framed home’s useful life, the steel components would also be recyclable.

Framing with steel as a material consumes only 6.25 percent of the total life-cycle energy used by a home; the balance is consumed by heating and cooling, food refrigeration and lighting. Thermal barrier insulating materials provide exceptional heat and cooling loss protection to steel-built homes. Additionally, steel framing results in less air loss around windows and doors as well as foundation and roofing connections.

**About Steel Recycling**

Steel has long been North America’s most recycled material. For the steel industry, using old steel products and other forms of ferrous scrap to produce new steel lowers a variety of steel-making costs and reduces the amount of energy used in the process by 75 percent. That’s why more than 67 million tons of steel scrap are recycled each year. In fact, more steel is recycled than paper, aluminum, glass and plastic combined. As an end result, recycling steel scrap also saves landfill space and natural resources.

Steel construction materials, like other steel products, are a part of the steel industry’s massive recycling efforts. When these steel products have outlived their useful lives, they can be recycled into new steel.

What’s more, all new steel made in North America contains...
recycled steel. Sections of steel framing may have once been a part of an automobile, refrigerator or soup can. Choosing steel framing means buying and using a product that contains recycled steel.

**About the Steel Recycling Institute**

The Steel Recycling Institute promotes and sustains steel recycling across North America and serves as an information and technical resource to those who are interested in recycling steel.

For builder and technical information call the American Iron and Steel Institute at 1-800-79STEEL. For environmental and recycling information call the Steel Recycling Institute at 1-800-YES-I-CAN Ext. CON (1-800-937-1226 Ext. 266).