

TARBORO— For Dave Markel, it was simply the right thing to do.

So when Brownie Eidson suggested Sara Lee Bakery recycle when it replaced its roof, Facilities Manager Markel decided he would recycle the 90,000 square feet of membrane. By recycling the old membrane, about 30,000 pounds of membrane was kept out of the landfill.



"Recycling is the right thing to do," said Markel, "especially when considering waste from projects such as a re-roofing project. Sara Lee is and always will be looking for ways to reduce waste by recycling items that would normally be sent to a landfill."

"This is why I was very excited about an idea brought to my attention by our roofing contractor, Lan-Way Roofing of Raleigh, to save all roof membrane material and have it recycled by Nationwide Foam Co. of Framingham, Mass."

Lan-Way's corporate office is in Raleigh, and it has had an office in Tarboro for the last six years manned by Eidson, Vice President. "We were extremely pleased that we could keep a significant amount of re-roofing trash out of the landfill by recycling the existing roof membrane," Eidson said. "Not only did recycling the existing membrane make sense and help us move towards our goal of being more environmentally responsible," he said, "it allowed us to help our customer, Sara Lee Bakery, realize its goal of reducing the amount of waste generated at the facility. Sara Lee was very supportive of the idea."

Additional new insulation was used on top of existing insulation to increase R-value to help with heating/cooling the plant.

"By re-using existing insulation," Eidson pointed out, "we kept approximately 550 cubic yards of waste out of the landfill."

The project began last fall and was completed in January. "The weather slowed us," Eidson said, "and sometimes we could only work on weekends due to Sara Lee's production schedule."

"Based on the success of this project," he said, "we will continue to look for ways to lessen our environmental impact on future projects."

The Tarboro plant employs more than 700 people in three shifts 24 hours, seven days a week. It produces sheet cakes, cheese cakes and the exclusive supplier of pound cakes for nationwide distribution.

A recent \$11 million expansion has allowed the plant to add frozen bread products, such as sandwich biscuits to its production schedule.