

RING LEADER REPORTER



QUALCOMM RECOGNIZED FOR 15 YEARS OF PARTICIPATION IN RING LEADER RECYCLING

For the past 15 years, Qualcomm, an global telecommunications corporation, has infallibly participated in the Ring Leader Recycling Program, demonstrating the steadfastness of their commitment to the goal of environmental responsibility. Since 1996 Qualcomm has been recycling 6-pack ring carriers through the Ring Leader Program. As of February 2012, Qualcomm has recycled 2.86 tons of 6-pack rings. That's equal to 713,900 rings, or enough to stretch for 93 miles if laid end to end. Qualcomm anticipates an increase in ring recycling since the installation of refrigerators to stock beverages, called VisiCoolers, in its facility.

Qualcomm's Ring Leader efforts began with staff engineer Frank Mero of the Real Estate & Facilities department. He asked the administrative clerk in charge of stocking the conference rooms and break rooms to start saving the rings for his son's Cub Scout pack. Word spread fast about how to recycle the rings. Soon, Frank was getting boxes of rings from all over Qualcomm, and the task was passed on to the mail room. A few months later, the mail room staff asked Frank for more shipping labels, so he sent a few. They called back and said, "You don't understand. You need to come see what we're dealing with." What they showed him was a wall of Xerox boxes four boxes high, four boxes wide and two boxes deep. They needed a LOT more labels!

The rings are shipped free of cost to Hi-Cone for recycling. More than 12,000 schools, businesses and groups around the world have participated in the Ring Leader Recycling Program. This helps to reduce litter and waste in our landfills as well as the amount of natural resources needed to create new plastic products. The rings are currently used in open loop recycling at ITW Angleboard to create corner boards, protective, angular boards that keep products safe during shipping.

Hi-Cone commends Qualcomm for its long-standing commitment to the Ring Leader Recycling Program and congratulates all those involved with making a difference in our environment.