



January 2011 Newsletter

Peerless Materials Company
"Environmental Grime Solutions"

HAPPY NEW YEAR!!!

Welcome to Peerless Materials Company's First Newsletter!

As you all hopefully know, Peerless Materials Company manufactures and/or distributes products that wipe, absorb, contain and protect. However, most people are unaware that as an industry, in regards to our textile recycling efforts, we are a very large contributor to **landfill reduction** and **domestic job creation**.

We are members of an International Trade Association SMART (Secondary Materials And Recycled Textiles). We are the world's oldest form of recycling. Each year our industry collectively prevents more than 2.5 billion pounds of textile waste from entering the solid waste stream.[1] SMART was **GREEN** before **GREEN** was smart.

In our wiping cloth processes, we rely on human labor and are far less energy/water/resource-intensive or polluting than other reclamation or so-called "environmentally-friendly" industries. In fact, a Lockheed Martin study concluded that recovered textile wiping products have a lower overall environmental impact, contribute less landfill waste, and pose less risk to the environment and human health than their not-so-friendly alternative, laundered shop towels.

Each year, the domestic textile recycling sector makes a big contribution to the local tax base by generating some \$1 billion in gross revenue.[2] Our sector mainly uses human labor, thereby creating jobs for some 15,000-20,000 workers. Most member firms of SMART are family owned businesses which have operated for decades, and many have fewer than 500 employees.

Our industry is still relatively unknown by the general public and we are actively supporting national priorities such as promoting sustainability/green, small businesses, jobs creation and growth. By having sent you this, and you reading it, we are doing our

part to promote what is smart!

[1] U.S. Environmental Protection Agency, "Textiles-Common Wastes & Materials",
<http://www.epa.gov/osw/conservematerials/textiles.htm>.

[2] Institute for Local Self-Reliance, "Weaving Textile Reuse into Waste Reduction" <http://www.ilsr.org/recycling/textilereport.pdf>.

*****REMINDER*****

WE OFFER COMPRESSED PACKAGING!
Reduce Packaging * Reduce Waste * Reduce Space



SECONDARY MATERIALS AND RECYCLED TEXTILES
SMART

Peerless Materials Company

300 South Mission Rd.
Los Angeles, Ca. 90033
Ph: (323) 266-0313 Fax: (323) 266-0316