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ENVIRONMENT ALL WEDNESDAY, OCTOBER 21, 2009

West Island company steps up their efforts for Waste Reduction Week

POSTED BY [DALE PALIN](#) AT 10H51

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During Waste Reduction Week, October 19-25, a West Island company that is a world leader in waste reduction will step up its efforts to alleviate pressure on local landfills.



1-800-Got-Junk? redirects 700 tons from landfill annually by giving it to charities and recyclers. [ENLARGE](#)

"We're living in a disposable society and information is critical to changing the way we think about the way we manage waste," explains Brad Whitmore, President of 1-800-GOT-JUNK? serving the West Island and Laval. "We collect more than one thousand tons of junk every year and currently more than 700 tons of that ends up being recycled or reused. Across Quebec, we collect about six thousand tons annually, diverting about 4,200 tons from landfill. It is indicative of what we as a society can do if we approach waste management intelligently," he says.

"When people call us to remove appliances, none of the unit goes to landfill. If it is serviceable or in need of minor repairs, it is given to charity for less fortunate people to use. If it is irreparable, it goes to a metal recycling facility. These policies benefit the environment, create jobs in recycling, reduces greenhouse gases and benefit the less fortunate elements of society. It is truly a win-win situation for everyone," he says.

"Our business model is based on landfill diversion. 1-800-GOT-JUNK? pioneered responsible junk and dry waste disposal when we were founded in Vancouver in 1995. We have every incentive to find a way to recycle or reuse materials people discard.

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