



Not just another hauler.

So many "garbage guys" are getting in on the recycling action that it can make for a difficult decision. Who is the best value and what exactly are you are getting for your fees? Most importantly, are you taking advantage of all the services that you are being offered?

We can provide more value than the standard garbage hauler because we have a different set of goals (to recycle the highest amount possible) meaning we approach things differently. Our staff has experience in facility audits (normally a scary word, but this time an audit will help to save you money by reclaiming all recyclables from your waste stream). We pride ourselves in making recycling

beneficial and worthwhile. In so many instances we are able to reduce waste budgets & even generate revenue from items previously costing companies' money. From straight recycling (our first goal) to landfill avoidance (including alternative fuel creation) we'll do all we can to keep items from being landfilled (and taking money from your pocket). To create additional ease we can bundle these services together so you also save time, something none of us ever seem to have enough of. We want you to feel good about working with CRI because it's the best choice not only for your company but also our planet.

Bring in the New Year right, contact us and see if we can locate more ways to save and provide more value to your facilities "waste".



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Let us do your homework for you.

Ever read a blog? Want to? There are blogs popping up on every topic imaginable, some so gripping you tend to check them a few times a week while others you pop in on occasionally to see if anything interesting is brewing. Industry specific blogs help to keep interested parties engaged on news & events in that specific field. CRI has begun a blog which is written by Tiffany Macaulay who has been involved in the recycling industry pretty much since birth. We hope that she provides a fresh and interesting point of view on "green" topics. It is our goal to keep updated, interesting topics to inform and answer customer questions. We would love for you to get involved, check out the blog, and even better yet comment! Let us know about topics you've been wondering about, if you have the question there are probably a number of other people with that same question. We can do the leg work & find your answers. Tell me, what could be better than letting someone else do your homework for you? <http://recycle2save.blogspot.com/>

Could composting work for you?

We've mentioned that we are now providing removal services for compostable material but a lot of companies think that it could never work for them. If you have a large cafeteria or are a food service company we think it would work out great. Due to the high density of food waste it costs companies a significant amount in waste removal costs. With a little preparation and training we could make a significant dent in your waste budget. Much like with recycling - the way the program is implemented will make or break it. It is essential that anyone directly (or even indirectly) involved knows exactly what is acceptable in the compost bins and why. CRI is planning a composting seminar which will explain the process & help to determine how to make it work for you. We are still ironing out the details on place & time but we are aiming for near the end of February or early March. If you have interest in being included in updates on the time & location of this event please email t.macaulay@couglesrecycling.com.

Do you have a special request or need that you would like to discuss with us?
Please contact our customer service department: recycle@couglesrecycling.com or 610.562.8336 x210
We look forward to assisting you!



Six Tips to Becoming Likeable



Social Media seems to be the buzz phrase. I've received or been forwarded so many emails on the topic & have attended seminars to explore how to make it work for us. I stumbled across this article and I thought it rolled social media and customer service together.

1. **Listen first & don't stop listening.** Customers want to be heard and social media provides them a platform. Listen to comments and take them seriously.
2. **Be authentic.** Certain situations call for standard responses but show some personality and drop the standard cookie cutter replies. Keep it professional but make it fun. Let the user get a sense of who you & your company are.
3. **Provide Value – for free.** Provide your readers a reason to return. Give them advice, worksheets or videos in your area of expertise that will help them. Don't worry about giving too much information away your competitors already know and you customers aren't interested in taking your job, but they will be very thankful & much more loyal for making theirs easier
4. **Share stories (they're your social currency).** Every company has a story and a personal anecdote humanizes a brand. Think about how you got started & why, tough obstacles you've needed to overcome, funny industry experiences, causes you support, etc. Make the reader & your customers feel a true connection. Cultivating a personal connection makes for much easier retention.
5. **Admit when you screw up.** We are all human and it's not if mistakes will be made but when. Typically the issue isn't that the mistake was made but how it was handled; saying sorry, swiftly, goes a long way. Social media allows a very quick, almost immediate response. "By responding swiftly and showing that you care, you can take a serious mistake, turn it around and end up with an even stronger reputation than you had before"
6. **Consistently deliver excitement, surprise & delight.** You are not just competing with real competitors online but you're also competing with every other update or post that the user sees daily. In order to have them pay attention to you, you need to keep it interesting and provide as many "wow" moments as possible (a pretty tough and intimidating request if you are in charge of the social media).

Excerpts from: **6 Ways to Become Likeable With Social Media** by Patricia Redsicker published Sept 28, 2011 for more of this article visit: <http://www.socialmediaexaminer.com/6-ways-to-become-likeable-with-social-media/>

Our customers 2011 Impact:

We processed over 111,504 ton (+223,458,008 lbs) of material

Of the above tally 85,262 tons were paper products; which means:

