



Just Born Certified as Landfill Free

April 22, 2013, Bethlehem, PA -- Just Born, Inc. is proud to announce that its headquarters and primary production plant in Bethlehem, PA is now a Landfill Free facility. This means that all waste generated by the company is reused, recycled or processed as a renewable fuel at an Energy-from-Waste (EfW) facility. The company has been certified as a Landfill Free enterprise by Sustainable Waste Solutions (SWS).

SWS is the leading provider of environmentally-friendly commercial and industrial waste handling solutions throughout south eastern Pennsylvania, the Lehigh Valley and Delaware.

Just Born recycles 92 percent of its waste, and has been recognized by The Professional Recyclers of Pennsylvania with the PA Waste Watchers Award. The remaining eight percent of waste that previously could not be recycled was sent to a landfill. Now it will be compacted in a self-contained compactor from SWS. The compacted material is then taken to a Covanta EfW facility where the waste is converted to energy.

"We were excited to help Just Born augment their recycling program with the use of a state of the art, custom built compactor," said Dieter Scheel, Vice President of Business Development at SWS. "We worked with them to find and install the best solution for their needs, and it was a pleasure working with a company that shares our passion for preserving the environment."

The compactor was installed and operational in March. Just Born unveiled a banner on the front of its corporate headquarters at 1300 Stefko Blvd. in Bethlehem on Monday April, 22 as part of its Earth Day Celebration. The banner proclaims that the Just Born facility is now landfill free.

Just Born, Inc. is a family owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS[®], HOT TAMALES[®] and MIKE AND IKE[®] Brand Candies. GOLDENBERG'S[®] PEANUT CHEWS[®] Brand Candies are produced in Philadelphia, PA. All Just Born candies are made in the U.S.A.

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