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(c. 4,500,000)

Earth Day Survey: We Need to Recycle More

By Chris Reidy

A new survey found that as Earth Day 2009 approaches, 77 percent of American households recycle and 50 percent are recycling more than they did two years ago.

The survey was commissioned by Mode, a brand of premium houseware products, including many dedicated to recycling. Mode is a brand of Verde Home Products Inc., which has its headquarters in Newton. (The image of a Mode product at right was taken from Mode's website.



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MSRP \$7⁹⁹

One conclusion of the survey: Americans could do more.



"While America currently recycles 34 percent of its garbage, it is estimated that 75 percent of what we throw away could be recycled," Mode said in a press release.

That press release included a statement from Larry Kahn, president of Verde Home Products, discussing Mode products such as the All-In-One Recycling Center, which are specially designed to help make recycling easier.

"Despite increased interest in recycling, we are still not recycling as much as we could," Kahn said. "We wanted to create a system that is designed for today's lifestyle, finally streamlining the recycling process in the home by making recycling simple, easy, and space-efficient. By allowing you to compact, sort, and store all your recyclables in one beautiful place, the Mode All-In-One Recycling Center helps you to do your part for the environment without changing your daily routine."

The image at left is of the Mode All-In-One-Recycling Center. It was linked to Mode's press release. (By Chris Reidy, Globe staff)