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These pencils, part of Metro's collection of promotional items, used to be (from left) denim, newspapers and U.S. currency.

## Recycled Pencils Make a Fine Point

By JIMMY STROUP

(June 10, 2008) Not to put too fine a point on it, but one of Metro's new promotional giveaway pencils is made from recycled money—it may have been worth hundreds of dollars in its former life.

But now it's a pencil, and its price to the lucky recipients who pass by Metro booths at any number of events is absolutely free.

Meant to entertain and enlighten, the recycled money pencil states clearly, "Safety begins with me." It also proudly features a recycled symbol and a simple statement that this pencil is "Made from Recycled Money."

"We offer these promotional products all the time – we have a cache that agency employees use for the various public events," said Danielle Boutier, Metro director of communication services. "As we run out of these items, we wanted to start replacing them with recycled ones to keep in line with our sustainability goals."

Metro's sustainability and environmentally-friendly push has been evident all over the agency: from CNG bus fuel to environmentally-friendly building standards. Now its promotional giveaways join the club.

The pencil made from money contains 30 percent "retired" money, approximately \$7 in retired cash, according to a vendor's website.

The new promotional items also include a pencil made from denim, which contains 30 percent recycled denim, and a pencil made from recycled newspapers, which contains 95 percent recycled material. There's also a new magnet created from 50 percent recycled materials.

"These pencils were basically the same price as the other ones we used to use," Boutier said. "So for the same money we get the product, and it's better for the environment."

The request form for these pencils and all promotional items is located at [http://intranet1/metro\\_store/promote\\_products.htm](http://intranet1/metro_store/promote_products.htm). Ten days' notice is

required to request any promotional product.

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