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For Immediate Release

## **Steven M. Viny Receives SWANA 2010 Innovator of the Year Award**

**Cleveland, September 24, 2010-** Envision Waste Services President and CEO, Steven M. Viny received the 2010 Solid Waste Innovator of the Year Award from the Solid Waste Association of North America, Ohio Buckeye Chapter. The Solid Waste Innovator Award is given out each year to an individual who has demonstrated unusually noteworthy achievements and/or highly significant contributions in his/her field of solid waste management that has resulted in an innovative solution to the management of solid waste. Mr. Viny was recognized for his pioneering **MiniMRF** technology along with the creation of Engineered Fuel – a light combustible fraction consisting of residual paper and film plastic that can be burned in lieu of coal in existing utility boilers. MiniMRF technology can be used in new or existing transfer stations or other locations and is designed to capture materials that have already eluded traditional recycling programs such as glass, organics, metals, and Engineered Fuel. MiniMRF can divert up to 60 percent of the municipal solid waste, conserving precious landfill space, and direct it back into valuable reuse applications. In its future state, when coupled with a conversion technology, landfill volume reduction can approach 90 percent. Aluminum cans recovered by MiniMRF are processed into new aluminum rolled products by MiniMRF co-owner Novelis. Additional information may be found on the company's websites at [www.minimrf.com](http://www.minimrf.com) and [www.envisionwaste.net](http://www.envisionwaste.net).

For more information or to schedule an interview with Steven Viny contact Rebecca Blevins 216.831.1818

