

Air Fresheners Are Making News: New Jersey Gets Fresh

Posted by jay in [Sanitation / Odor Control](#) on 09 5th, 2010 | [no responses](#)

Air Fresheners Are Making News

New Jersey Gets Fresh

200-acre landfill gets massive doses of air freshener to combat 1,000 tons of trash that arrive daily.

Despite the claims of New Yorkers and a fair amount of Bostonians, New Jersey doesn't stink. But it's taking a near Herculean effort to drive the point home to local residents in East Brunswick.

As reported in the [Star-Ledger](#), the 200-acre Middlesex County Landfill in East Brunswick, one of the largest trash dumps in the country, has offended its residents for years, as nearly 1,000 tons of trash arrive daily, oozing methane gas and leaving behind a penetrating, offensive odor.

But landfill officials, in response to an outpouring of complaints, have discovered a solution that combats the foul stench: A flatbed truck plods its way through the garbage, releasing hundreds of gallons of citrus-scented air freshener. "It has a pleasant, showery smell," said Richard Fitamant, executive director of the Middlesex County Utilities Authority, which runs the landfill. "It's not offensive and it's not overpowering. It's a light scent."

Officials at the landfill see it as a benign way to mask the odors, and they implemented the plan earlier this summer, modeling it after a similar one at a landfill in Ocean County. The truck applies fragrance mainly on the landfill's "work-face," an industry reference to the most recent areas where garbage is deposited.

Fitamant refers to the freshener as a "neutralizing agent," which "attaches to the odorous particles in the air and drops them down."

And local residents couldn't be more relieved to see the landfill taking action.

"It's terrible," said one neighbor who lives with her spouse and children nearby. "You can't open a window. At times it will permeate the walls."

The air freshener is only released when temperature, rainfall, and wind threaten to move odors toward East Brunswick and South River, which lie to the east.

In the meantime, early reviews from residents are in, and the feedback is . . . well . . . not all sweet smelling.

One woman who has lived in the area for several years and has complained often to landfill officials said she only smells garbage, not deodorizer.

"I understand it's there, but please," she said. "(The landfill operators) should come and sit and have a barbecue with me. Then they'll know what its really like. It's a shame."

However, a local attorney said things have definitely taken a turn for the better.

"I used to smell (the garbage) all the time, but I have not smelled the landfill in recent years," he said. "I used to be able to smell it at my home in Lawrencebrook (on the other side of Route 18) years ago, but not now."

Turn That Frown Upside Down!

File this one under oxymoron, because there's a company across the Atlantic in Wales, Sheep Poo Paper (SPP), that true to its name, produces an air freshener made from [SHEEP'S POO!](#)

Billed as "the world's very first air freshener made with poo," the hanging air freshener (think convenience store or car wash air freshener) uses SPP's proprietary Wave 'n Waft™ folded fragrance technology.

SPP maintains that the fresheners, fragranced with daffodils, emit the "sweet smell of springtime in Wales," a claim for which we're likely to take them at their word.

"[R]emember, the more it waves, the more it wafts," instructs SPP.

The fresheners sell for £1.49 each, or roughly \$2.31 U.S.

Caveat emptor.

U-Need-It sells a [complete line](#) of air fresheners and dispensers. They may not be suitable for neutralizing a 200-acre landfill, but they work great in every office or home environment.

Tags

[air purifiers](#) [antibacterial hand gel](#) [Anti Fatigue Mats](#) [aprons](#) [automatic paper towel dispensers](#) [bedbugs](#) [Burns](#) [classic center pull towel dispensers](#) [Cuts](#) [daycare germs](#) [daycare health](#) [dust filters](#) [First Aid Kits](#) [Floor mats](#) [fungus germs](#) [gloves](#) [H1N1 hand sanitizer](#) [hand washing](#) [Hepatitis A](#) [Hepatitis C](#) [National Floor Safety Institute](#) [National Restaurant Association](#) [nitrile rubber backing](#) [OSHA paper towel dispensers](#) [paper towel dispensers](#) [Purell 800 soap dispenser](#) [restaurant safety](#) [Sanitary condition](#) [sanitary disposal unit](#) [sanitizing wipes](#) [smokers' wall urn soap](#) [dispe soap dispensers](#) [soap dispensers](#) [Swine Flu](#) [toilet seat covers](#) [touch free soap dispenser](#) [touchless hand sanitizer dispenser](#) [touchless paper towel dispensers](#) [wall urn](#) [wet floor signs](#) [Wet mops](#)

Recent Posts

- » [Air Fresheners Are Making News: New Jersey Gets Fresh](#)
- » [Standing Ovation: Floor Mats Deliver Comfort, Improved Air Quality, and Safety](#)
- » [Just Take Home Good Memories of Your Trip](#)
- » [Don't Let Desk Dining Make You Sick](#)
- » [Cleaning Up After a Flood](#)

Categories

- » [Health Articles](#)
- » [Safety Articles](#)
- » [Sanitation / Odor Control](#)

U-Need-It RSS

- » [Air Fresheners Are Making News: New Jersey Gets Fresh](#)
September 5, 2010
- » [Standing Ovation: Floor Mats Deliver Comfort, Improved Air Quality, and Safety](#)
August 1, 2010
- » [Just Take Home Good Memories of Your Trip](#)
July 26, 2010
- » [Don't Let Desk Dining Make You Sick](#)
July 26, 2010