



CASE STUDY | LOGISTICS

# Mail Louisville, Inc.



## Challenges

Mail Louisville, a direct mail fulfillment company, noticed they were getting charged more and more for trash pick-ups, and seeing the bill increase time after time. When they informed their hauling partner they wanted to leave and find a new partner, the company was threatened with breach of contract. Mail Louisville wanted to work with a company that was both reliable and cost effective.

## Value Created

- Rubicon was able to work with Mail Louisville and get them out of their higher-cost contract into a more affordable solution
- Mail Louisville was also able to get more transparent pricing from Rubicon and its hauling partners, which gave Mail Louisville both peace of mind and a better cost structure.
- With the cost savings, Mail Louisville is able to reinvest back into the business.



While wanting to reduce our waste costs was the main reason we reached out to Rubicon, we have been pleasantly surprised by how much they care about us as a customer, and ensuring all of our waste services are taken care of. We are proud to call Rubicon a partner.

**Natalie Houchens**  
Lead Accountant | Louisville, Kentucky