

CHALLENGE

Find a cost-efficient solution to increase sustainability efforts.

A top-rated, regional grocery chain with multiple locations was looking to cut costs and optimize their waste management program. With constantly changing waste streams at their stores, the company's trash pickup schedule often meant they were paying for unnecessary hauls. And varied waste contracts meant the company didn't have a clear path to reduce costs and increase their waste diversion rate. They needed a new waste provider that could:

- 1 Optimize frequency of track pickups
- 2 Increase efficiency of established recycling equipment
- 3 Meet new waste regulation requirements
- 4 Implement additional waste diversion methods to help meet sustainability goals



SOLUTION

Answers in the analytics.

Rubicon's unique method of analyzing waste streams helped the company monitor trends at their various locations and implement new programs. Utilizing the company's compactors, Rubicon's team optimized trash hauls so that the client was no longer paying for unnecessary pickups. Store owners were given clear metrics to help re-train team members to avoid commonly tossed out recyclables. At the warehouses — where the chain stored rejected and recalled goods — Rubicon introduced new anaerobic digestion recycling programs. This is an innovative food waste recycling process that turns discarded organic material into energy. Beyond Rubicon's data capabilities, the team's extensive network allowed the customer to find the right hauler to collect and properly dispose of waste to meet strict state regulations. With easy-to-access analytics and a streamlined billing system, Rubicon is an integrated part of the customer's waste and sustainability projects.

RESULTS



DIVERSION RATE

Customer has successfully achieved a **65%** diversion rate through recycling, reuse and reduction programs



ZERO WASTE

Deploying full-scale zero waste-to-landfill program with pilot store locations, including an extensive food waste program



OPTIMIZATION

Using waste stream analysis to optimize hauling schedule, reduce costs and increase overall diversion rate



TRANSPARENCY

Enhanced access to service data and analytics giving the customer a holistic view of their sustainability efforts



RUBICON