

CHALLENGE

Increase waste diversion while cutting costs and improving facility equipment.

A national automotive, media and cable service provider with over 400 locations needed a recycling partner that could analyze and optimize their waste management program. With a corporate initiative to become zero waste-to-landfill, the company had already implemented a compactor and baler at one of their locations. Their printing facility was struggling with costs, unreliable equipment and a low trash diversion rate. They needed a new waste provider that could:

- 1 Optimize frequency of trash pickups
- 2 Increase efficiency of established recycling equipment
- 3 Implement additional waste diversion methods that could help meet zero waste goals
- 4 Track and analyze sustainability efforts



SOLUTION

A cost-efficient solution to create zero waste.

Rubicon implemented a two-compactor system that gave the printing facility an easier and cost-efficient way to manage their waste and recycling. By sending a team to personally inspect the printing facility's waste stream, Rubicon was able to identify additional recyclable materials that would've otherwise gone to a landfill. With a compactor dedicated specifically to overissued newspapers and another for single stream recycling, the company saw a significant reduction of total waste and fees. Rubicon optimized their pickup frequency, making sure that the company was being serviced only when necessary. Because of Rubicon's process and program, the printing facility's waste diversion increased up to 98 percent. They became the first newspaper to achieve Gold Level Certification – the highest certification for zero waste.

RESULTS



ZERO WASTE

Achieved the highest certification for zero waste



DIVERSION RATE

Achieved **98%** diversion rate at pilot location



SINGLE STREAM

Implemented single stream recycling compactor solution



SAVINGS

Reduced hauling fees to offset recycling costs



OPTIMIZATION

Right-sized equipment to better fit operational requirements



TRANSPARENCY

Enhanced access to service data and sustainability analytics

