

# Discount variety store chain with 16,000+ locations nationwide

## Before Rubicon

- \$20M waste expense
- Worked with major asset-based landfill operator
- 5,000 stores each with 2 frontload containers (dumpsters), one for waste and one for cardboard serviced twice per week (waste of money and resources from significant over servicing and inefficiencies)
- Since then, 10 years of market price inflation (Client's price today higher than 2009)
- 5,000 more stores in 2019 as compared to 2009

## After Rubicon

- **\$10M Waste Expense and \$24M Recycling Rebate, Net Revenue \$14M**
- Rubicon hires **nearly 1000 independent waste companies** to provide best service at each location, many in rural communities
- Rubicon designs and implements a **reverse logistic solution for cardboard** at each of 16,000 stores
- Distribution trucks already dead-heading back to distribution centers, now loaded with store cardboard (no incremental miles)
- Cardboard baled at distribution centers and loaded onto waiting trailers scheduled by Rubicon and delivered to paper mills

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## Program

- Removal of 11,000 frontload containers as result of reverse logistic solution for cardboard
- Optimized service frequency for frontload containers remaining at stores for waste services based on sales and foot traffic
- New waste expense of \$11M, rebate paid to client for cardboard shipped from DC's of \$24M, resulting in Net Revenue of \$14M as compared to former cost of \$20M (\$34M Net Benefit)

# Global big-box retail chain with thousands of locations nationwide

## Before Rubicon

- **\$180M waste expense**
- Worked directly with major asset-based landfill operator
- 4,075 stores each with 2 compactors at each location serviced several times week (waste of money and resources from significant over servicing and inefficiencies)
- Since then, 12 years of market price inflation (Client's price today higher than 2007)
- 1,325 more stores in 2019 as compared to 2007

## After Rubicon

- **\$95M waste expense**
- Rubicon hired hundreds of independent waste companies to provide best service at each location
- 5,400 stores each with 1 compactor at each location serviced only when needed
- Rubicon data analytic model and machine learning tools schedules each store service only when needed
- Dramatic reduction of service and costs through process efficiency and elimination of wasted resources

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## Program

- Removal of over 4,000 compactors that were not necessary
- Reduction of service frequency for remaining compactor at each store
- Customized service intervals for each store based on sales and foot traffic
- While prices are higher today, and with 1,325 additional stores, process efficiencies have significantly reduced costs