

CHALLENGE

Assist a discount variety store chain with increasing efficiency and reducing expenses

A discount variety store chain with more than 16,000 locations in the United States worked with a major asset-based landfill operator and acquired \$20M waste expenses. 5,000 of their stores had two frontload containers (dumpsters): one for waste and one for cardboard, serviced twice per week. This was a waste of money and resources due to significant over servicing and inefficiencies. They looked to Rubicon for help.



SOLUTION

Customized program to optimize service and improve sustainable practices

We partnered with 1,000 independent haulers to provide optimal service at each location—many in rural communities—reducing the company’s waste expenses by more than half. We designed and implemented a reverse logistic solution for cardboard, paper, and plastics at each store, and created a system where distribution trucks are now loaded with store cardboard instead of dead-heading back to centers, resulting no incremental miles.

RESULTS

Diversion

Implemented an organics solution that converts expired milk into energy to power local homes. Since the program’s inception, **52,226 gallons of milk have been converted.**

Optimization

Removed 11,000 frontload containers as result of reverse logistic solution for cardboard and optimized service frequency for frontload containers remaining at stores for waste services based on sales and foot traffic.

Savings

New waste expense of \$11M with a \$24M rebate paid to client for cardboard shipped from DCs, **resulting in net revenue of \$14M** as compared to former cost of \$20M (**\$34M net benefit**). Over **\$700,000 was saved** from 2014-2021 through backhauling. The customers **saves an average of \$100,000 per year** with Rubicon.