

CHALLENGE

Increase waste diversion while cutting costs and improving facility equipment

A national automotive, media, and cable service provider with more than 400 locations needed a recycling partner that could analyze and optimize its 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 waste 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 the company's 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, we were able to identify additional recyclable materials that would have 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 in total waste and fees. We optimized their pickup frequency, making sure that the company was being serviced only when necessary. Because of our process and program, the printing facility's waste diversion increased 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