

A multinational retailer with a focus on electronics, home appliances, and fitness equipment, with more than 1,000 locations across North America, looked to Rubicon to optimize their waste and recycling operations

Waste

CHALLENGE

The company has more than 1,000 retail and supply chain locations that used to be serviced by multiple vendors who own landfills. There was no reporting on these operations.

SOLUTION

When the company consolidated with Rubicon, they were able to optimize to reduce service levels and remove trash frontload containers, replacing them with single stream recycling which has increased their landfill diversion. Plus, standardized reporting is provided across all locations.



Commodities management

CHALLENGE

Prior to working with Rubicon, the company had no consistent processes for any commodities management.

SOLUTION

We provide training and gather consistent feedback to maximize revenue for the company. They implemented a standard pallet recycling program that continuously generates revenue and commodity management for materials like cardboard, film, and EPS. Best practices are rolled out at new sites and continuous improvement at underperforming sites.

Labor and pallet management

CHALLENGE

The company did not have a standardized program at distribution centers or any cost management or reporting processes.

SOLUTION

We helped the company implement a standardized labor and pallet management program at seven large distribution centers with standardized reporting for all. There is a pilot program underway to repair pallets on-site at distribution centers to reduce the cost of purchasing new pallets.

Diversification

CHALLENGE

The company had no corporate diversion program prior to working with us, and only 50 of their stores had balers.

SOLUTION

We reduced net waste program costs for the company from \$17M in 2017 to a net \$5M source of revenue in 2021. We implemented diversion tracking, which resulted in a waste diversion increase from 60% to 73% in the past three years. The company is on the path to achieve an 85% annual waste diversion goal. We also worked with the team to justify its need for more balers and supplied 80% of store locations with them, which increased usage of balers for cardboard diversion at store level and resulted in fewer compactor hauls: an additional revenue stream for the company.

Certification

CHALLENGE

The company had no way of certifying waste diversion.

SOLUTION

We provided dedicated staff to manage the company's zero waste program and have so far certified four distribution centers via True Zero Waste Certification. They are working together to certify 27 supply chain locations by 2025.