

## The Candle Project

# When You Have Thousands Of Candles With Nowhere To Go

CheckSammy, an innovative bulk junk and bespoke sustainability company, processed thousands of broken or returned candles for a beauty supply company.



## The Problem

Our client had thousands of candles that were either broken or returned and could not be resold. They didn't want their branded candles or jars resold at consignment shops or in secondary markets, but they were justifiably hesitant to send them to landfill.

## Client Snapshot

We've all heard the saying, "one person's trash is another one's treasure," right? Well, this story proves that adage to be true. CheckSammy, a sustainability company based in Dallas, recently recycled thousands of candles for a major beauty brand. The candles were either broken or just returned—and therefore unable to be resold. Our client didn't want their candles or jars to be resold at consignment shops, which would have been a more traditional option, but they also hoped to divert them from landfills.

That's where CheckSammy stepped in: we called upon our network of sustainability and recycling facilities and found a partner to rescue the situation through an innovative recycling solution.

## The Solution

CheckSammy turned to our network of more than 25,000 reverse logistics and recycling facilities, and selected a partner who could recycle or re-use every last component. We removed and recycled the labels from each jar and then broke each glass jar into small pieces in a controlled environment. We separated each component of the candle: the jar, the wax, the wick, and the tin lid. Each element was recycled separately, and the tin lids were sold to a company that produces firestarters, continuing the usable lifecycle of these materials.

The CheckSammy solution was both environmentally and fiscally responsible.



# Recycling project



## The Result

CheckSammy successfully recycled thousands of candles for our client, protecting the brand image while sustainably diverting waste from landfills. Our solution resulted in recycling all components of the candles separately, and the tin lids were sold to companies producing firestarters. The result was a win-win outcome, as we handled the problem at a lower cost than sending straight to landfill, while generating value from the sale of the component parts. Not to mention the client could justifiably promote the fact that they pursued sustainable outcomes to their brand fans and that their brand was not devalued in secondary markets.

## Conclusion

CheckSammy is committed to sustainability through its innovative facilities and unique capabilities. Through our reverse logistics and bespoke sustainability network, we're able to solve problems that previously were only solved by the landfill. We can take on projects large and small, and can uncover cost-effective solutions that have never been done before. We understand how important it is for brands to deal with unsellable stock without worrying about what potentially negative impact to the brand.

Get started with CheckSammy today to reduce waste, bolster your bottom line and protect the planet.

