

# The Zero-Waste-to-Landfill Project

## The Project

Many brands are taking meaningful steps to minimize their carbon footprint, setting company-wide goals and developing tactics to achieve them. These goals are relevant to a number of audiences and stakeholders: current and prospective employees, commercial partners, regulators, investors, and consumers.

In 2022, CheckSammy worked with one client, a manufacturer of precision medical instruments, who had set the goal of Zero Waste to Landfill by 2025. In the end, CheckSammy was able to move up that timeframe drastically and helped our client achieve that milestone in Q2 2023, well ahead of the original 2025 goal.



## Background

The Client manufactures massive quantities of plastic pipettes, primarily for the medical research industry, and they do significant work with governments, most recently on projects related to combatting COVID-19. Our client faced significant challenges in managing its waste streams. Their landfill fees were significant, exceeding \$20,000 per month. CheckSammy knew that we could reduce their overall landfill expenses while helping them achieve their stated goal of sending zero waste to landfill by 2025. We were so confident that we set a target of 2024 and were ultimately able to even exceed that aggressive goal.

## The Challenge

Our primary challenge was clear: to help our client achieve Zero Waste to Landfill by the publicly-stated goal of 2025. Along the path to that milestone lay the need to streamline and holistically manage their multiple waste streams. Reducing landfill disposal costs was just the icing on the cake.



## A Sustainable Solution

CheckSammy successfully consolidated five waste streams into a single waste management solution, achieving the client's Zero Waste to Landfill goal within just four months, significantly ahead of schedule. The results were impressive: CheckSammy picked up approximately 7,000-10,000 pounds of mixed plastics weekly, 500-600 pallets per month, and 40-50 bales of cardboard and plastic bags. PPE waste, which needed to meet stringent quality standards, was collected every six weeks, amounting to approximately one full truckload.

CheckSammy utilized a combination of our local hauling and recycling network as well as an expansive network of recyclers and logistics partners in order to provide zero-waste solutions to our client. CheckSammy is committed to handling sustainability jobs domestically and avoids shipping overseas because the carbon output associated with moving materials such vast distances counteracts the effort to achieve sustainable outcomes that minimize the carbon footprint. We always seek to minimize the miles traveled.

In this case, we leveraged our local hauling network to direct cardboard to OCC processing facilities for full material recycling. We used a regional logistics team to separately collect loads of palletized plastics to divert them to plastic processing facilities, successfully diverting them from landfill. And finally, for more specialized plastic products, we delivered pure plastic to refining facilities that re-pelletized the materials and processed them for reintroduction back into the manufacturing lifecycle stage.

## Conclusion

During this project, we saw the benefit of taking a step back and looking at the multiple material streams independently. Different materials justify different collection cadences, different destinations, and different treatments in order to find the best path to a sustainable outcome. We also saw the benefit of making the decision to publicly state carbon reduction and landfill diversion goals to a brand's audiences - it galvanizes the will to improve and puts targets for all stakeholders to push towards.

