

Recycling Generates Revenue and Improves Kirk Marketing's Efficiency

Leading direct marketing company **Kirk Marketing** **saves labor, space and money** by working with Urban Impact. By partnering with Urban Impact, Kirk Marketing gains a recycling solution that consistently generates revenue and increases their return-on-investment for office, warehouse and dock space.

Urban Impact provides paper, cardboard and plastics recycling services for Kirk Marketing's office and warehouse. Under the direction of Marketing and Communications Manager **James Hvezda**, Kirk Marketing wanted to review their recycling processes to "see what we could do to divert more waste." Increasingly concerned about what is going into landfills out the back doors, James met with Urban Impact's **Steve Caulfield** to discuss how the company could take their existing recycling program to a new level. Within a few seconds, Steve "was sifting through garbage bins, opening bags, and pulling out 'stuff' to see if it could be recycled." Steve was able to point out a few things that Kirk Marketing was already doing well:

- Most workstations had paper-recycling bins beside them.
- The company's paper recycling program for high grade paper was excellent. They were separating this material well, especially in their press room.

- There were separate bins for cardboard and plastic, which meant that most of the company's soft plastics were already being recycled.

Steve confirmed that Kirk Marketing already had an easy and efficient system for recycling a large component of their waste, which, according to James, was "no surprise, mostly paper."

When Steve exhumed the contents of Kirk Marketing's 8 cubic yard garbage bin, he discovered metal banding, wood scraps, organics, paper cups, plastic bags, and tins from their lunchrooms that could all be diverted into a recycling stream. Paper towels could be included with Kirk Marketing's mixed paper and coffee cups and lids could also be recycled. Steve also advised James that their plastic strapping could go with soft plastics as long as it was bagged. Steve helped Kirk Marketing install bins that were dedicated to wood scraps and metal and also implemented an organics-composting program in the lunchrooms.

Urban Impact's Solution

Kirk Marketing's initial goal was to go from having their 8-yard bin picked-up weekly to having a 4-yard bin picked-up bi-monthly. Long term, Kirk Marketing will continue to work with Urban Impact to help them identify further reductions.



"Kirk Marketing's goal is to move towards zero waste. One of the simplest changes we made was simply adding bins for plastics by and reducing the number of garbage bins on the shop floor and in our offices. It makes sense that if we continue to make recycling a convenient option for people then they'll make the right choices."

"If the program works and we can achieve our preliminary goal of moving to a 4 yard bin, we will have cut our waste by more than half! Ok, it's not Zero waste...yet. But our focus is on maintaining a continued effort to reduce our waste to landfill in measureable steps. By the end of the year I could see us moving to a 2 yard bin. Beyond that, well, then we're looking at individual cans. That's a terrific goal and, with the help we've received from Urban Impact, one that is not as far off as I had originally thought."

James Hvezda, Kirk Marketing's Marketing and Communications Manager

Urban Impact's Five Phase recycling program for Kirk Marketing is outlined below:

Phase One Warehouse Recycling Expansion. During our first phase, we worked with Kirk Marketing to develop a recycling plan that encompassed their waste stream requirements. To make the biggest and most immediate impact on diversion rates, we focused on expanding and refining their warehouse-recycling program. To standardize the look of the containers and bins and provide a cleaner look in the warehouse, Urban Impact sourced bins that were designed to handle plastics and high volume paper. We also helped Kirk Marketing expand their recycling program and identified new containers for including soft plastic and plastic strapping. We initiated a bin-twinning program to ensure that wherever a garbage can was located, a recycling bin was located right beside. We worked closely with Kirk Marketing's team to create clear signage to promote the expanded recycling program.

Phase Two Office and Warehouse Lunchroom Recycling Expansion. Phase Two included the rollout of a lunchroom-recycling program for Kirk Marketing's office and warehouse. The objective of the lunchroom program was to continue to collect paper and to provide additional containers for collecting rigid glass, metal and plastic containers. Urban Impact provided a 96-gallon tote as a central collection bin.

Phase Three of the Office and Warehouse Lunchroom recycling expansion included a roll-out of a coffee cup, coffee lid and paper towel program. Employees are encouraged to bring their own reusable cups.

Phase Four was the roll-out of a composting program for Kirk Marketing's office and warehouse lunchrooms. Composting, nature's own way of recycling, is the controlled decomposition of organic material. Composting helps to keep the high volume of organic material out of landfills and turns it into a useful product. There are many sources of raw materials for the compost pile. Coffee and tea grounds, vegetable and fruit trimmings. Urban Impact supplied composting bins that were designed to meet Kirk Marketing's composting needs. Through practice and close observation we found a composting solution that worked best for their lunchroom situation.

Phase Five Urban Impact will be providing advice to Kirk Marketing on how to take their recycling program to a new level by streamlining wood scraps, metal, Styrofoam, e-waste, fluorescents, ballast and battery recycling programs.

Urban Impact provided Kirk Marketing with a **Certificate of Diversion**, which provides the company with documented proof of their efforts to reduce their environmental impact Kirk's Certificate of Diversion is proudly posted in their reception area.



"Location, location, location – bottles & can collection bags in our lunch rooms makes recycling convenient. The money we get from these returns goes towards social events that are held throughout the year."

James Hvezda, Kirk Marketing's Marketing and Communications Manager



To learn more about how you can make the environment part of your brand's positioning or to find out more about Urban Impact's Recycling solution, please contact us at 604-273-0089.