

Finding a recycling solution when your building only provides trash service.

CASE STUDY #2

Zipline Logistics

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<https://ziplinelogistics.com>



About Zipline Logistics

Located in Northwest Columbus, Zipline Logistics is the only North American Third Party Logistics (3PL) exclusively servicing the consumer packaged goods industry (CPG). Throughout the company's 15-year history, Zipline has strategized to resolve critical logistics challenges faced by consumer goods brands shipping into retail. Zipline has been consistently recognized as a rapidly growing, reliable third-party logistics provider by Inc. 500, Business First, Food Logistics Magazine and Transport Topics.

► Challenges and Objectives

Zipline Logistics recognized the challenge of implementing a recycling program when they discovered their building owner didn't offer recycling services to tenants, and had no plans to offer them in the future. In the summer of 2021, Zipline Logistics created a Green Team to problem solve ways they could be more sustainable and start a recycling program, implementing the Reduce, Reuse and Recycling mindset to tackle their sustainability challenges.

► The Solution

SWACO provided resources and tools to conduct a visual waste audit (to determine what they generated and where), create a document defining the goals of the company, and deliver employee education so employees would recycle right. Following the step-by-step program outlined in the [SWACO Business Recycling Toolkit](#), they were able to implement a sustainable program.

SWACO
FROM WASTE TO RESOURCES



SWACO'S Business Recycling Tool Kit

These seven steps guide you through the process of building a sustainable recycling program.

1. Develop a recycling plan
2. Understand your waste
3. Work with your hauler
4. Recycling container placement and signage
5. Educate employees
6. Ensure a sustainable program
7. Tell your story



► Results

With the help of a 3rd party valet service provider, Zipline Logistics secured recycling services, negotiating with the building owner to continue handling trash bins while the Green Team would handle the recycling bins. Every month, Zipline Logistics is diverting two cubic yards of waste which will increase as they educate more employees.

Container Update

Zipline Logistics removed deskside trash and recycling bins in favor of community collection points to decrease the total number of bins needing serviced. This also improved employee participation and saved time during the weekly collection process. They established a community collection program that included servicing two 32-gallon containers and six 23-gallon bins.



► What's Next

Zipline Logistics is recognized as a sustainable transportation partner and past winner of Columbus Business First's Best Places to Work 2011, 2012, 2017 and 2018.

“ Implementing our recycling program and making Sustainable changes at our headquarters may even propel us back to the top, now that we have implemented recycling on our campus. Our Green Team is officially the Recycling and Sustainability Committee and they will continue to look at ways we can improve and implement changes that help us **Reduce, Reuse, Recycle and **RETHINK** the impact we make on natural resources.”**

► Take Action

Businesses and nonprofits looking to implement or restore recycling programs at their organizations can contact SWACO for support at biz@swaco.org, or visit www.swaco.org for more information. The free downloadable tools are found in our business resources section.

Visit www.recycleright.org for recycling education for Franklin County.