



## The Overview

Avery Dennison is the leader in adhesive technologies, display graphics, and packaging materials, servicing the world's leading CPG customers who hold high standards for sustainability goals. As such, the company is embarking on a journey to achieve aggressive zero-waste goals as part of its supply chains by 2025.

## The Challenge

One of the biggest byproducts of the labeling process is **matrix waste**, a cumbersome material that has, historically, been sent to landfill.

## The Goal

Create and launch a scalable program customized to label converter's business and matrix waste output in order to achieve a goal of zero-waste-to-landfill—All with the plan to encourage long-term adoption of recycling and reuse, nationwide.

## Core Objectives

1

Identify label converter benchmarks to ensure a cost-effective, break-even solution for majority of locations.

2

Build a strategic program to work within the operational constraints of each label converter—addressing concerns like limited floor space, material storage, and labor capacity.

3

Aggregate learnings from the pilot launch to develop an iterative and scalable zero-waste-to-landfill program for label converters, nationwide.

ROADRUNNER<sup>TM</sup>  
SMARTER RECYCLING

# Zero-Waste Pilot Program Guide

RoadRunner Recycling is on a mission to reinvent recycling in a world dominated by waste. We do this through our dedication to creating unprecedented value for our customers, employees, and communities as well as by leveraging our proprietary technology to boost cost savings, improve recycling rates, and deliver an unparalleled customer experience.



**116K  
TONS** of waste  
diverted  
from landfill

# THE ROADRUNNER SOLUTION

RoadRunner prides itself on providing the highest quality, customized waste stream management solutions for any type of material including matrix waste. In our initial pilot proposal we will focus specifically on our three stated objectives. In order to succeed in this effort, we will rely on our:



Innovative technology and data analysis

Exceptional customer service and dedicated account management



Reliable pickup scheduling and waste operations expertise

## PILOT PROGRAM PHASES

Below are the key phases to qualify and participate in the Avery Dennison and RoadRunner pilot program for matrix waste removal.

### PHASE 1

#### EVALUATION

##### Step 1: Benchmarking

RoadRunner requests the key information regarding your location below:

- Matrix waste equipment & volumes
- Additional waste streams & equipment
- Average monthly spend for matrix waste
- Monthly spend for all other waste & recycling services
- Site photos related to waste & recycling (matrix waste solutions, loading dock, existing equipment, etc.)



COMPLETE THIS FORM

##### Step 2: Routing Simulation

- RoadRunner will simulate appropriate routing plan that takes into consideration: matrix waste generation rate, other label converters in vicinity, and zero-landfill outlet locations
- RoadRunner will work within label converter constraints to ensure matrix waste solution is cost-effective or breaks even with previous waste costs

##### Step 3: Operational Overview

- Roadrunner will use established benchmark information to define how new solution may differ in regards to equipment and/or process needed
- RoadRunner will create list of required operational changes (if any) for each pilot label converter location based on the above

**BONUS:** If during the benchmarking and analysis process additional opportunities to cut costs for the converter are discovered, RoadRunner will contact you to share these findings and potential implementation plan.

### PHASE 2

#### IMPLEMENTATION

RoadRunner and pilot label converter will work together to confirm assumptions from the evaluation stage to create a comprehensive waste & recycling plan, which includes:

- A pilot solution for matrix waste transport to a zero-waste outlet
- Optimization plan based on label converter space availability, operational constraints, and logistics efficiency
- Reduction of total waste & recycling removal costs to improve suite of services. If qualified: An improved solution for other waste & recycling material streams

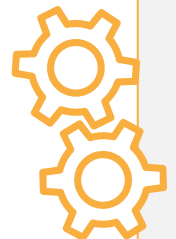


### PHASE 3

#### OPERATIONS

After enrolling in matrix-waste pilot program the below activities, overseen by RoadRunner, will ensue:

- Creation & distribution of pick-up schedule ahead of time for all pilot program converters
- Systematic alerts to inform converters of pick-up schedules
- Documentation of any on-site concerns:
  - RoadRunner will endeavor to independently resolve issues and/or proactively address them with the label converter as needed
- Establishment of dedicated service team and outreach method for enrolled converters, which includes expedited response times from a qualified customer service team



## READY TO GET STARTED?

To begin the evaluation process please submit the form at [rrwm.co](http://rrwm.co)

GO TO FORM