



# CASE STUDY: WASATCH TOURING OUTDOOR SPORTS RETAILER

## Stats & Facts:

- Primary hauler: Republic Services
- 90% of waste stream is recyclable, with a large percentage of paper and cardboard.
- One 4-yard dumpster for recycling and one 3-yard dumpster for landfill items, picked up monthly.
- Waste diversion through recycling allowed the business to downsize their large garbage dumpster on site.

## Key Challenges:

- Inventory of outdoor sports equipment is delivered in lots of protective packaging, mostly in the form of cardboard and Styrofoam.
- Dynamic store environment can make reinforcing recycling behavior a challenge.
- Inventory includes hard-to-recycle items, like mechanical and bike parts.



## Best Practices:

- Recycling bins are always paired next to garbage bins and are placed at every workstation – inventory stockroom, management offices, maintenance workshop and cashier's desk.
- Wasatch Touring donates all spare, usable bike components to the Bicycle Collective, a local nonprofit organization that provides refurbished bikes and educational opportunities to the community.
- Works with local outdoor suppliers to retrieve and transport inventory on their own, reducing the need for pallets and other materials associated with conventional shipping practices.
- Subscribes to Salt Lake City's weekly curbside recycling service to capture mixed recyclables, which are not captured through their monthly recycling hauler (provider collects paper products only).

## Consumer Education & Engagement:

- All new hires are oriented to what materials are recyclable and where all recycling bins are located. Staff also are in charge of emptying recycling bins into the dumpster each day, a regular routine that keeps employees mindful of the store's recycling practices.