



Educating Customers for High Quality Recyclables

A Hauler-Processor's Perspective





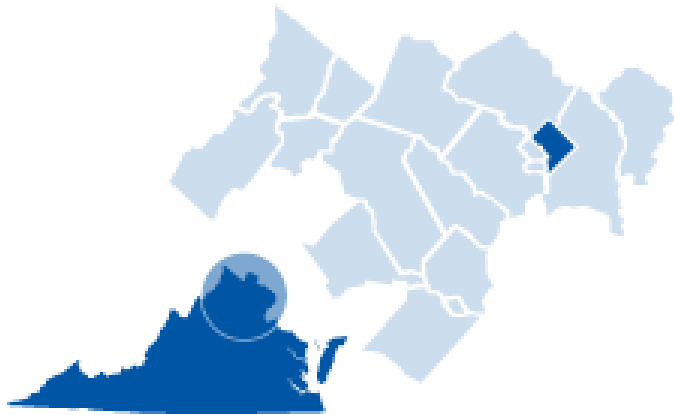
Company Background: American Disposal Services

- Hauling operation founded in March of 2000
- Over **450 employees**
- Fleet of over **140 trucks** (includes residential, commercial, roll-off and specialty box trucks)
- **Services:** refuse, recycling, yard debris, and e-waste collection; recyclables processing
- **Residential service:** 250,000 customers
 - 500 homeowners associations
 - 10 towns, 2 cities, 1 county in Northern Virginia
- **Commercial Service:**
 - 3000 accounts (Shopping centers, office complexes, apartments, industrial parks, government facilities & construction sites.)

Company Background: American Disposal Services

- **Service Area:**

- Northern Virginia:
Arlington, Alexandria, Clarke, Fairfax, Fauquier, Frederick, Loudoun, Prince William, Spotsylvania, Shenandoah, Stafford, & Warren counties
- Montgomery County and Prince George's County Maryland
- Atlanta Metropolitan

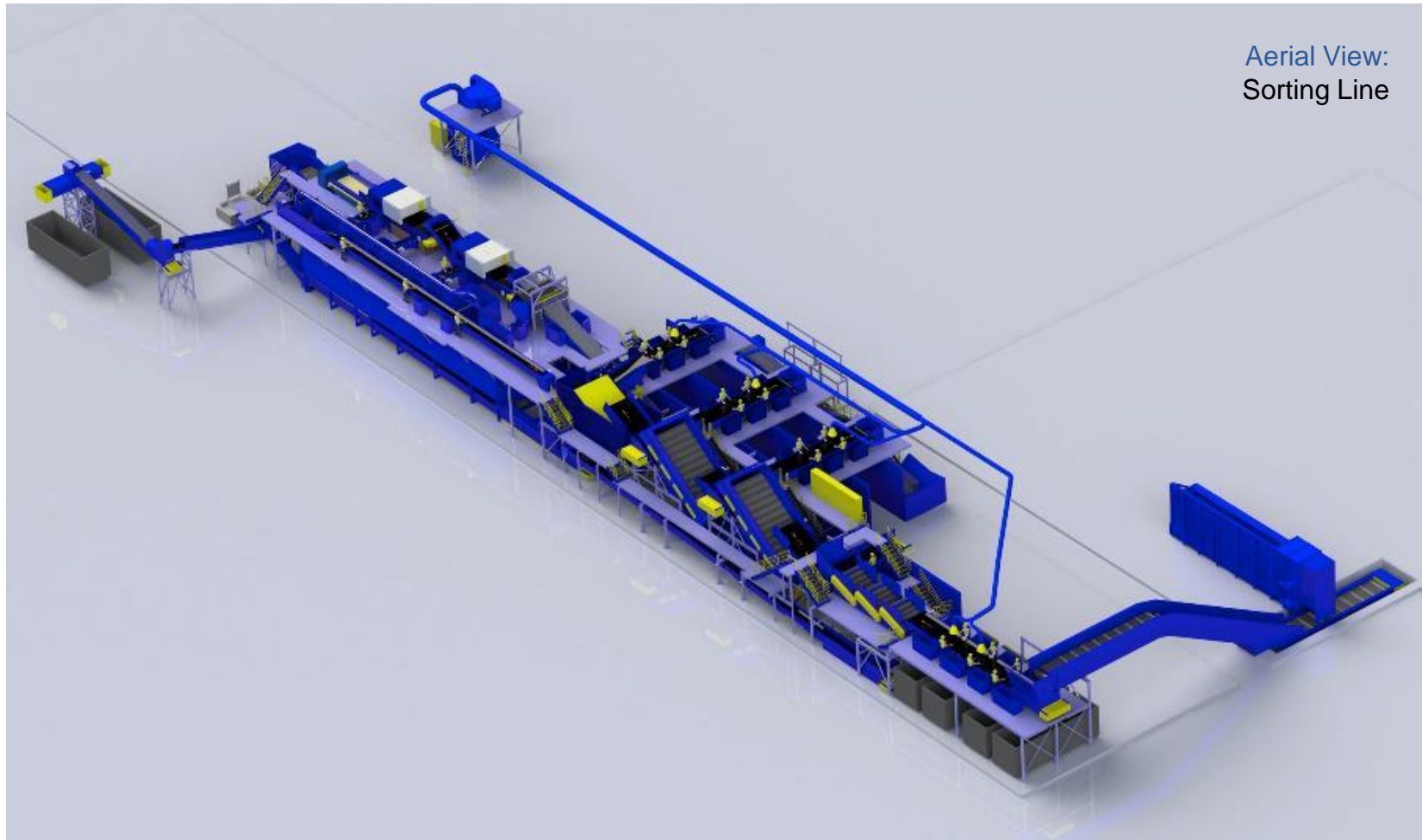


Company Background: American Recycling Center

- Single stream recycling processing plant **opened January 6, 2014**
- Approximately **50 employees**
- 45,000 Total Square Foot; Retrofit facility
- **Anticipated:** 30 Ton/Hour Single Stream Recycling Processing System
- Machinex manufactured equipment
- **Commodities:**
 - ✓ OCC — Cardboard
 - ✓ ONP — Old Newspaper
 - ✓ MOP — Mixed Office Paper
 - ✓ PET — □ Plastic
 - ✓ HDPE Colored — □ Plastic
 - ✓ HDPE Natural — □ Plastic
 - ✓ Mixed Plastics — □□□□□ Plastic
 - ✓ MRP — Mixed Rigid Plastics
 - ✓ ALUM — Aluminum
 - ✓ STEEL — Steel
 - ✓ Cartons



Company Background: American Recycling Center





January 1, 2011 — January 6, 2014

Pre-American Recycling Center



THINK
before you
THROW®

Investing in a Recycling ‘Brand’

- **ThinkBeforeYouThrow®** brand was created in early 2011
- Strategically consolidated efforts in education, **3 years prior to** the opening of the recycling plant.—LEGWORK DONE PRIOR to start.
- Started a specialized Marketing Communications Department
- Created a consistent and consolidated look, feel & approach to educating customers of all types
- Multi-pronged approach to education
 - Print Media
 - Digital Media
 - On-site presentations/Touch-A-Trucks
 - Community Events

Mission Statement:

The decision to recycle is a simple choice to properly handle the waste streams which we create. American Disposal Services is committed to the promotion, education and implementation of recycling programs for all customers we service.

ThinkBeforeYouThrow® is a reminder that we make choices every day that have a significant impact on our future. We ask you to join American Disposal Services in our efforts to ThinkBeforeYouThrow®.



Investing in a Recycling 'Brand'

✓ Increase participation by:

- Providing transparency to an industry shrouded in misconceptions
 - Proof that recycling centers DO exist
 - Explaining to the community the 'curb to commodity' concept, or what their recyclables will become after they leave the bin'
- Raising awareness about the good that recycling does for the environment

✓ Increase *quantity* without sacrificing *quality* recyclables

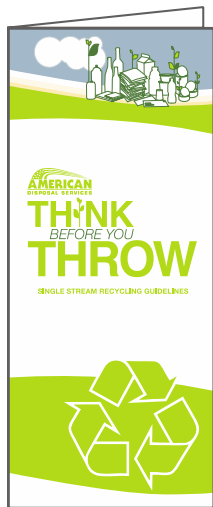
- Explain to customers what NOT to put in the bin....and WHY

✓ Increase community outreach

- Support local schools and communities in their efforts
- Positive public & media perception

Spreading the ThinkBeforeYouThrow® Message

Traditional Tools



Brochures



Magnets



Hangtags



Flyers

Spreading the ThinkBeforeYouThrow® Message

Direct Mail Tools: Billing “Buck slips”

- **Recipients:** 80,000 VA Contacts
- **Frequency:** Quarterly (invoices)
- **Content:** Quarterly hot topics
- **Tone:** Simplistic, bite-sized messages, single message (not overwhelming info)
- **Size:** One third page sheet, single-sided



Refrigerator Plastics! Purchase. Use. Quick Rinse. Recycle!

Soda bottles • water bottles • wide-mouthed plastic tubs (ie. yogurt, butter & take-out containers) • small yogurt containers
clear plastic clam shell containers • condiment bottles • salad dressing bottles • milk jugs
juice containers • ALL plastics labeled # 1-7 (except Styrofoam)

AMERICAN DISPOSAL SERVICES americandisposal.com
THINKBEFOREYOUTHROW. thinkbeforeyouthrow.org

facebook twitter /amd disposal

Give plastics a quick rinse and toss into your recycling container with all collected paper, metal and glass!



YES, CARTONS can be Recycled!

• Juice Cartons & Boxes (i.e. Orange juice, lemonade, children's boxes, etc.) • Soup & Broth Containers
• Milk Cartons (Cream, Half-and-Half, Soy or Grain Milk, etc.)
• Wine Cartons

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Toss cartons into your recycling container with all other collected paper, plastic, metal and glass!

Spreading the ThinkBeforeYouThrow® Message

Digital Tools: eNewsletter

- **Recipients:** 92,000+
- **Frequency:** Monthly
- **Open rate:** 28—35%
(2015 Industry average is 22.87%*)
- **Content:** Emphasis on proper waste disposal practices with emphasis on recycling and reuse.
 - Mixed Messages in Recycling
 - Battery Disposal/Hazardous Wastes
 - A Trip to the Recycling Center
- **Tone:** Friendly, educational, inspiring, informational, not over complicated
- **Length:** One page maximum, Limited scope of discussion



*According to 2015 data from www.smartinsights.com

Spreading the ThinkBeforeYouThrow® Message

Social Media



Twitter

- **Followers:** 350
- **Frequency:** 2x/day and as needed for events
- **Content:** Internal & external events, information, education, industry, constantly changing, living company, a sentence, a picture
- **Tone:** Friendly, conversational, casual, In-the-Moment, social

The Facebook logo, featuring the word "facebook" in a white, lowercase, sans-serif font, set against a dark blue rectangular background.

Facebook

- **Likes:** 790
- **Frequency:** 3-4 Posts per week
- **Content:** Slightly more formal, a paragraph, visual with 2-4 sentences relevant to the company
- **Tone:** Friendly, conversational, casual, social

Spreading the ThinkBeforeYouThrow® Message

Social Media

Blog: *adsgreenscene.blogspot.com*
'The Green Scene'

- **Readership:** 350—800 views per post
- **Frequency:** Every other week
- **Content:** Internal & external events, non-profit work, reiterate e-newsletter topics
- **Tone:** Slightly more formal, rotating topics, article-worthy, more detail oriented, sometimes press worthy

The screenshot shows a web browser displaying a Blogger post. The browser's address bar shows the URL: adsgreenscene.blogspot.com/2015/04/earth-day-a-brief-history.html. The page title is "The Green Scene: Earth Day: A Brief History". The main content area features the title "Earth Day: A Brief History" and a date of "TUESDAY, APRIL 21, 2015". The text discusses the origins of Earth Day, mentioning Senator Gaylord Nelson and the environmental movement of the 1960s. Below the text is a small image of a newspaper clipping titled "Earth Day - 1970 Mass Movement Begins". The right sidebar contains a "TRANSLATE" section, "QUICK LINKS" to social media and services, a "BLOG ARCHIVE" with a tree-like structure, a "FOLLOW US!" section with a "Like" button, and an "ABOUT ME" section for Anna Wilkinson.

Spreading the ThinkBeforeYouThrow® Message

On-Site Programs and Events

On-Site Presentations

- Schools, churches and civic groups
- Commercial accounts
- 4+ per month
- Emphasis on recycling/diversion
- What happens to my waste/recycling?
- Understanding reduce, reuse, recycle

Community Event Attendance

- 10+ per year
- Earth Day Fairs
- Festivals
- Touch-A-Truck Events
- Hands-on activities
- ThinkBeforeYouThrow® promotion





January 6, 2014 — Today

The 'American Recycling Center Era'

Year 1 Statistics

- **American Disposal Residual Rate:** Running 6%—7% depending on the month and the weather (rain/snow play a part); maintained through May 2015
- **Third Party Residual Rate:** 14%
- A good facility is running 9%-18% depending on location
- Bales were marketable from day 1
- Anticipated running 30 tons per hour;
Today we are processing 47 tons per hour
 - Attributed to low residual rates

Continuing Education at ARC

Interactive Learning Center & Viewing Room



- Specialty 1,000+ square foot learning room built as part of retrofit design within the interior office space attached to facility
- Purpose of educating the general public and our customers
- 7 TV's display :30 clips of individual separation processes
 - Tell the story of what happens to recyclables once they are picked up by collection trucks and begin the process of becoming new goods- 'curb to commodity' concept
- Built an additional Viewing Room space on backside of facility for a view of the facility behind a safe window
- Free tours to the public Monday through Friday year-round; Space accommodates groups up to 40 people



Continuing Education at ARC

Interactive Learning Center & Viewing Room

- Hosted over 1,000 visitors since opening our doors in April 2014.
 - Boy/girl scout groups
 - Churches
 - Public schools
 - Individual homeowners
 - HOA boards
 - Public officials

Continuing Education at ARC



Continuing Education at ARC



Continuing Education at ARC



Continuing Education at ARC: Promotional Video



- More and more people are looking to absorb content through **video/visual media**, hosted online
- Launched **4 minute** promotional video of facility on opening day (April 24, 2014)
- Embedded in our website (thinkbeforeyouthrow.org)
- Created YouTube channel for the company's videos

Continuing Education at ARC: Promotional Video



- Over **1,600 views** on Recycling Center promotional video hosted on YouTube (since May 23, 2014)
- Approximately **8,000 views** on ADS YouTube channel (since May 23, 2014)
 - Includes promotional video and the :30 clips from the Interactive Learning Center
- Tone of video: emotional, inspiring, educational, non-technical



What's Next?—Educational Topics

- Bags, bags and more bags
- Diapers
- Office recycling (relaunch of GreenStream Program)



What's Next—Communication Tactics

- Targeting our messaging and media to **Millennials**
- **App(s)**
 - What can I recycle?
 - How can I recycle it?
 - What can I throw away?
 - How can I throw it away?
- **Responsive website**
 - Speaks to phones and tablets

Questions?

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