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## Retail Case Study

### Wyman's Liquor Store, Leominster, Massachusetts

**Summary:** Wyman's Liquor Store in Leominster, Mass, received a failed load notification when excessive cardboard was observed in their trash. Simple changes in their internal process combined with employee education, brought them into compliance and saved the store \$7,000 annually in disposal costs.

**Business Profile:** Wyman's Liquors is a 28,000 square foot full-service liquor store and redemption center in downtown Leominster, Mass. It has been in operation since 1966 and has 50 employees.

**Existing Program Evaluation:** In 2008 the store was serviced with one 40-yard compactor for trash and one 10-yard front load dumpster for cardboard. As a result of a waste ban inspection, a load of trash from Wyman's was found to have excessive cardboard and the store was notified by its hauler. Since the store was recycling, owner Patrick Wyman was surprised to receive the failed load notice and immediately began speaking with his employees about making a change.

**Plan Improvements:** Wyman's needed assistance to cost effectively improve its recycling program and get back into compliance. The hauler, Waste Management Inc. of Massachusetts, presented several options to the store. Since they were generating more cardboard than trash, they decided to switch collection containers: the 40-yard compactor was to be dedicated to cardboard and the 10-yard dumpster was to be dedicated to trash.

They planned to use clear plastic trash bags so management could easily see when recyclable materials were being thrown in the trash, allowing for prompt corrective action.



**At a Glance:**  
Business: 20,000  
square foot liquor  
store

**Recycling Increase:**  
Doubled cardboard  
recycling and cut  
trash in half

**Savings: \$7,000  
annually**

*RecyclingWorks in  
Massachusetts  
is funded by  
MassDEP and  
delivered under  
contract by the  
Center for  
EcoTechnology*



*Cardboard Compactor*

*Simple changes and employee education, brought Wyman into compliance and saved the store \$7,000 annually in disposal costs.*

**Implementation:** Within 30 days of the violation, the store was ready to implement the new system. No equipment or infrastructure changes were necessary, only rerouting how the waste and recyclables were handled. Mr. Wyman held employee meetings to discuss the new system. Wyman's set up new work stations with appropriate signage and issued follow up memos. Training focused on the basics of recycling, as the majority of his employees did not recycle at home.

The redemption center has a dozen automated reverse vending machines that process 8 million cans and bottles annually, all of which are being recycled. Wyman's manages the residual waste from the public traffic with an easy to follow infrastructure. It provides a rolling hamper for boxes and non redeemable bottles and cans, and have modified the lids of the trash totes so that no recyclables can fit through.

Once a day the trash is taken out to the trash dumpster. Because the trash is kept in clear plastic bags any misplaced recyclables are easily spotted and removed. Mr. Wyman also found that the dumpster and compactor needed to be kept locked in order to prevent contamination and illegal dumping.

**Evaluation:** This improved recycling system is now ingrained in the culture of the store and its employees. Mr. Wyman estimates that he has doubled his cardboard recycling, and reduced his trash by 50%, which saves \$7,000 each year in disposal costs.

The sustained success of the recycling program at Wyman's Liquors is based on several factors including:

- Direct involvement and commitment from leadership
- Recycling mindset is built into the store culture
- Infrastructure is in place that promotes recycling:
  - o Use of properly sized collection containers
  - o Good and clear signage for employees/customers
  - o Use of clear trash bags to monitor the waste
  - o Securing the outside trash dumpster
- Attention to potential cost savings of proper waste disposal and recycling opportunities.
- Educating customers to help



*Rolling Carts on the Redemption Center floor*



*The Redemption Center Trash Toter gets customized for Wyman's needs.*