

JUST ONE THING

Company/Organization: Cirtronics

Type of Organization: For profit

Number of Employees: 200

Category: Environment

Challenge or Opportunity: K-cups are utilized throughout the facility and Cirtronics has grappled with how to effectively recycle the cups. We needed to make it easy, in one step, for employees to effectively participate without needing to clean out pods and separate organic materials from the plastic pods.

Approach or Solution: Keurig now provides a K-cup recycling program which eliminates the need to separate coffee grounds from the pods. Cirtronics purchased the recycling boxes from Keurig and placed them in both facility kitchens. We promoted the program internally through a variety of communication tools to encourage participation.

Impact: In the 3 months of use, Cirtronics has recycled over 35 pounds of waste from landfills. The waste is turned into recycled products such as shipping pallets and aluminum cans. Compostable materials are used to enrich soil for tomato plants. Boxes are returned with pre-paid shipping via UPS Carbon Neutral Program to reduce carbon footprint impact.