



Company: Stevenson Kellogg on behalf of Simple Life Recycling, Rochester
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Challenge: In NH alone, it is estimated that over 300 million gallons of polluted cutting oil is thrown out each year. Taking the concept of making opportunity out of waste and applying it to a true environmental crisis facing the state of NH.

Approach: Simple Life Recycling of Rochester, has sustainability and “making opportunity out of waste” as core components of its company values since it was founded over 10 years ago.

Impact: SLR’s propriety process of eliminating pollutants from cutting fluid, recycling and returning it to its original user for “re-use” and recovering valuable suspended metals within the fluid has revolutionized the recycling industry by saving the environment from polluted cutting fluid but at the same time turning a profit.