



Zero Project Case Study



**THE ZERO
PROJECT**

REDUCING WASTE • REDUCING COSTS
AN INITIATIVE FROM THE CITY BIN CO.

the city bin co



Zero Project Case Study



Novum based in Clonshaugh Industrial Estate Dublin 17 was set up in 1955 to make washing machines for the European market. Since then the company has grown from strength to strength and in 2012 Novum patented Frost Free technology was developed and introduced to the market. This revolutionary technology means no ice build up inside the cabinet, quicker defrosting, better product temperatures, and more money in your pocket.

The company was approached last year by The City Bin Co. with a view to looking at its waste and diverting all of this from landfill. Under the Instruction of Paul Murphy General Manager and Gavin King Environmental Officer we agreed a way forward. The concept was simple. They wanted to eliminate the general waste stream from the process while training their team in best business practice regarding recycling.

- The process in achieving zero waste to landfill was to swap the compactor on site for out FEL skips as we recognised all of this so-called waste was actually recyclable. This compactor was going straight to landfill, however we were sorting all waste that was put into our FEL.
- We also introduced a weekly collection of baled cardboard and plastic. All of this waste was being compacted and sent to landfill. Inside the premises we introduced 1100 litre mixed dry recycling bins for all of the individual workstations and again all of this waste is now being recycled.
- The goal of zero waste to landfill was realised this year and now the company that had been sending tonnes of waste per month to landfill is diverting this product into recycling, in the form of baled cardboard and plastic, FEL large recycling (boxes and plastics) and 1100 litre mixed recycling bins for smaller recycling items.
- Now, all the general waste that have been diverted from landfill have made a saving back onto the company's bottom line.

If you would like more information on the Zero Project, please contact John Farrell, The City Bin Co. email john@citybin.com



Novum's Gavin King receiving their Zero Award.

*Check out other case study videos...
<https://www.youtube.com/watch?v=QrNPueOXM8>*

<https://www.youtube.com/watch?v=qXHkX07uLvE>

