



# BuildASign

*Solid Waste Services started the WasteSMART program to recognize local businesses that reduce and recycle waste and buy recycled products...*

**B**uildASign.com creates a wide variety of signs, bumper stickers, banners and more while diverting 51% of their waste away from area landfills. Now that's a good sign if we've ever seen one. In recognition of their efforts to reduce waste and incorporate recycling into their daily operations, BuildASign was named a WasteSMART business partner in June 2008.

### **How They Do It**

BuildASign's 60 employees are dedicated to examining every aspect of their work to determine ways to recycle the waste generated by regular business activities. Staff regularly recycles:

- glass
- plastic bottles
- mixed paper
- boxboard
- corrugated cardboard
- plastic grocery bags
- toner cartridges
- batteries
- warehouse pallets
- aluminum cans and waste aluminum sign material

### **Above and Beyond**

In addition to recycling materials, BuildASign seeks recycled products in what it purchases and

specifies this practice in its written purchasing policy. This philosophy goes beyond just recycled paper; employees look for chairs, staplers, scissors, toner cartridges, hand towels and cardboard boxes that have a recycled component. They have also reduced their waste output by using paperless systems whenever possible.

### **Going Green is a Sign of the Times**

To ensure that BuildASign maintains their environmental commitment, the company has included their recycling policy in the employee manual, which each new employee receives and signs on the first day of employment. Orientation and training includes details on where and how to recycle office materials. With 30% growth last year and plans to expand internationally, it looks like BuildASign will be taking their green message to an even wider audience.