



ProfitFuel

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

The Story

ProfitFuel manages online and digital signage advertising for over 2,500 small business clients. Based in Austin, the company of 50+ employees strives to be high profile in the sustainability field and promotes eco-friendly business practices.

ProfitFuel was named the #1 place to work in central Texas for medium sized companies by the Austin Business Journal. They earned the distinction because of their commitment to ensuring that all employees are happy and healthy. This includes free lunches for all employees every day made by their own chef and a massage therapist that comes in monthly, but it also includes maintaining a green work environment.

How They Did It

With the help of a newly-formed Green Task Force and new recycling initiatives Profit Fuel aims to serve and educate clients and staff and instill the practice of recycling and diverting as much as possible from the landfill.

Profit Fuel greened their office by:

- Creating a Green Task Force with full management buy-in.

- Removing styrofoam cups from the break area, and replacing them with washable mugs and cups.
- Replacing disposable dishes, flatware, and cups in the break room with reusable, washable items.
- Reducing plastic bottle waste through the use of filtered water stations and reusable mugs and tumblers.
- Re-using bubble wrap, cardboard boxes, and packaging materials for outgoing shipments.
- Placing more recycling containers around the office to be sure they are capturing all of the paper, plastic and aluminum.
- Recycling toner cartridges
- Purchasing paper products, including legal pads, that are 100% recycled.

Going Green is Positive

The ProfitFuel HR Director, also known as the “Queen of Culture” told said, “Aside from the planet liking us better, I think, morale is the best benefit. Our employees feel good about keeping green and in turn it comes out in their attitudes at work. When your employees are feeling good, then everyone is feeling good, and who doesn’t like that?”