

# RECYCLING SOLUTION HAS MAJOR DISPOSABLE CAMERA MAKER SMILING

## Improved Landfill Diversion Rates



Despite the proliferation of smartphone cameras, the single-use camera market continues to thrive and is still popular with tourists, at theme parties and as wedding favors, among other uses. But once retailers and corner drug stores develop the film, what happens to the tens of thousands of disposable cameras that allow people to take photos anytime, anywhere?

A major camera and film manufacturer turned to Nexeo Solutions for help with this unusual disposal problem. The company already had an efficient and inspiring system for recycling its own cameras, employing disabled and developmentally challenged workers to help sort their own brand of cameras for breakdown and parts reuse. But as the operator of a receiving center for all disposable photo equipment brands, they struggled with what to do with competitors' products that had been returned with no final directive and were left for landfill.

Nexeo Solutions proposed several options, and the customer chose to recycle. Our fully transparent and documented process started with loading the competitor cameras into Nexeo Solutions trailers for pickup and delivery to a niche recycler. The recycler then removes the alkaline battery, breaks each camera down into different plastic types for shredding—in this case polypropylene and polystyrene—and delivers a certificate of disposal to the customer upon completion.

Since adopting this method, Nexeo Solutions has helped the manufacturer divert more than six million disposable cameras away from entering landfills and releasing harmful chemicals into the environment.

**Discover how a partnership with Nexeo Solutions can contribute to your bottom line and help you achieve your sustainability goals.**

### AT-A-GLANCE

#### RECORDED BENEFITS

- Diverted more than six million cameras from landfills
- Improved sustainability goals
- Reduced the company's environmental footprint

#### CHALLENGE

Unable to refurbish competitor models, a customer sought an environmentally friendly method for disposing of single-use cameras entering its recycling stream.

#### SOLUTION

Nexeo Solutions matched the camera maker with a niche recycler that could remove the camera's battery and sort the components into plastic types suitable for shredding.

#### RESULT

By partnering with Nexeo Solutions, the leading film and camera maker improved sustainability by diverting more than six million cameras from landfills and mitigating the release of harmful chemicals into the air and soil.

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