



**Zero**  
**Waste** 

# Why Zero Waste?

Atlantic's investment in technology has led the way in **packaging optimization**, proving that companies can **use less** material, prevent product damage, and **eliminate excess waste** throughout the supply chain.

We're now seeing how this fits into the larger picture of sustainability. And we're learning about **HOW MUCH MORE WE CAN DO** as a company to help the environment.

*Getting to Zero Waste is our next step.*

# What is Zero Waste?

Getting to Zero Waste means we're **no longer sending valuable resources to the landfill**. Instead we're reducing the amount of material we're using, we're re-using materials, and we're recycling to eliminate waste and generate renewable resources.

The Zero Waste campaign will take all of us working together. This is how we can make a real difference for our environment.

# Our Goal

Atlantic's goal is to be certified as a **Zero Waste company**. This means we'll have diverted more than **90% of our resources from landfills** and back into renewable resources.

Zero Waste.

**We do this together. We do this now.**

Learn more about our Zero Waste Certification here: <https://true.gbci.org/>

# Tracking Our Progress

We're kicking off our Zero Waste Initiative at every Atlantic facility.

While our goal is for every Atlantic facility to get certified, we'll start tracking progress in *Greensboro, Charlotte, Charleston, Tabor City and Wilmington*. We'll then move on to track our other branches and will keep you informed about our progress.

***Each branch will earn a celebration as they achieve 90% diversion and become certified.***

# Become a Champion

*Every branch needs a Zero Waste Champion.*

Our Champions will help set up recycling areas with signage; hang posters and other communications; rid our break rooms and shared spaces of disposable materials; answer questions; help track progress; and communicate with the managers of the program.

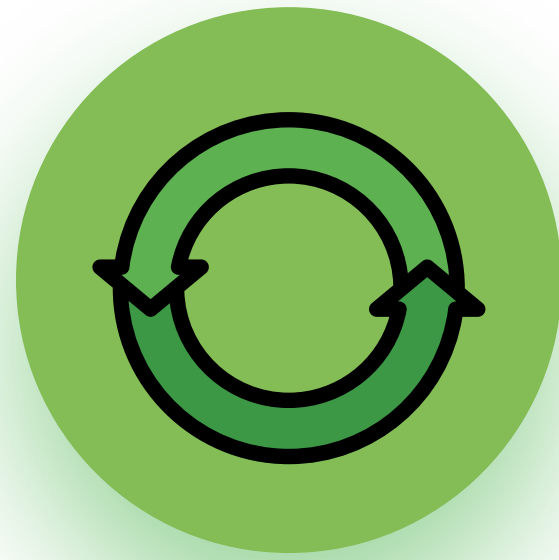


## STEP 1. **REDUCE!**

Reducing is the very first step because it means eliminating unnecessary materials before they enter your facility, your office, or your workspace.

*Here's how we can reduce:*

***Stop printing digital files if you don't need hard copies, look for products that use less packaging, maintain and repair products so they won't have to be thrown out and replaced as frequently, reduce idling time whenever possible.***



## STEP 2. **REUSE!**



Reusing is the act of using something more than once instead of throwing it in the trash. Reusing also means repurposing or finding a new use for something instead of throwing it away.

We'll be choosing reusable items at all our facilities.

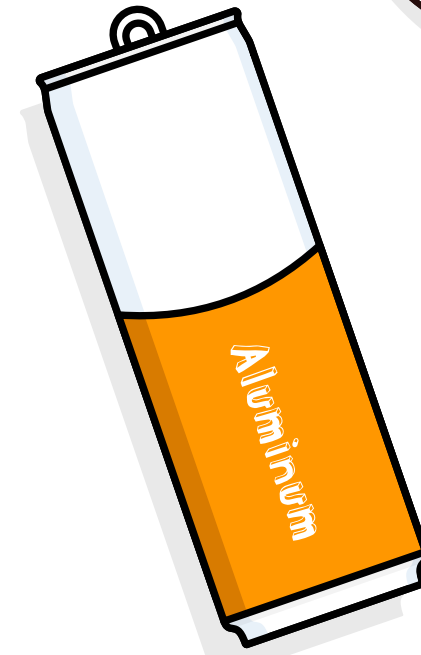
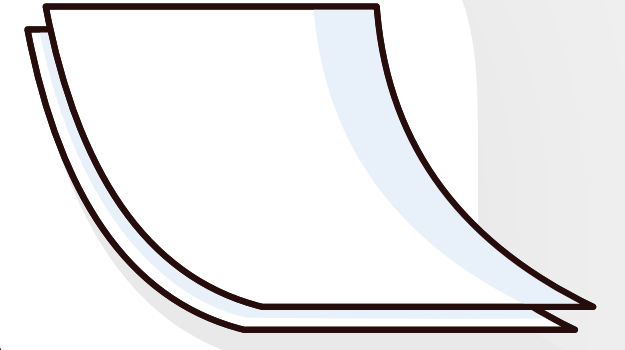
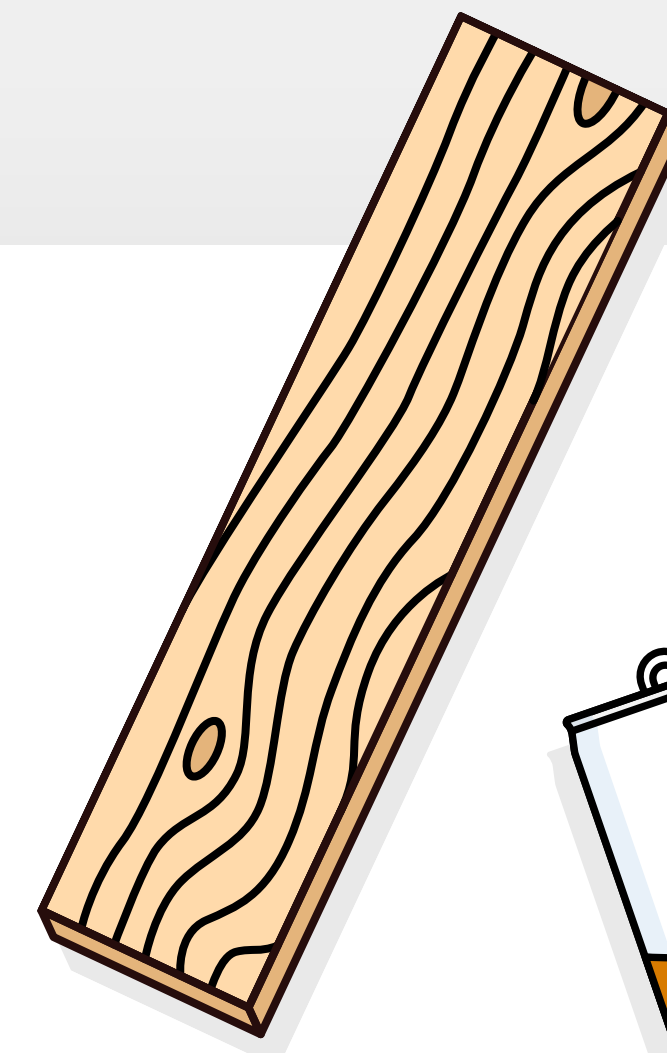
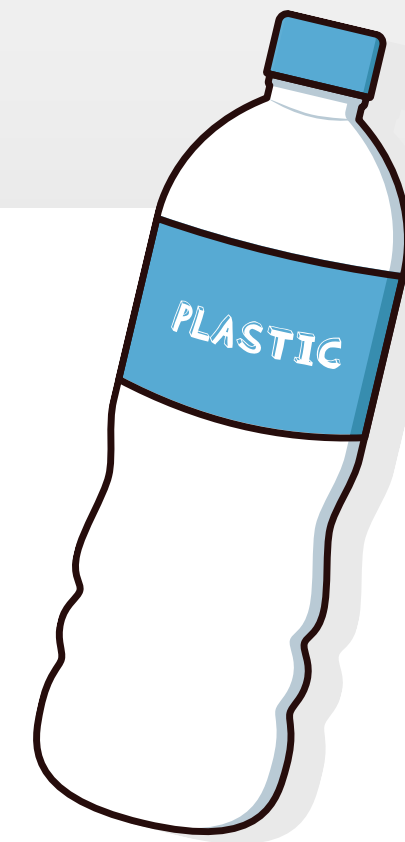
*Here's what we need to reuse:*

***Coffee Cups, Water Bottles, Silverware, Plates, Bowls, Bags, and Boxes***





## STEP 3. **RECYCLE!**



Recycling is the process of collecting and processing machine-made materials that would otherwise be thrown away as trash and turning them into new products.

We'll be recycling at all our facilities. Look for the GTS recycle bins around your building.

*Here's what we need to recycle:*

***Paper, Plastic, Glass, Aluminum, Cardboard & Corrugate, Wood, Stretch Film***

A Special Bonus...

# COMPOST!

Composting is the natural process of recycling organic matter that would otherwise be sent to landfills and turning it into valuable fertilizer that can enrich soil and plants.

We'll be composting at all our facilities. Look for the Compost Now bins around your building.

*Here's what is safe to compost:*

***Fruit and Vegetable Scraps, Meat, Bones, Fish products, Pasta, Bread, Cereal, Cooked Foods, Dairy Products, Egg Shells, Coffee Grounds, Filters, Tea Bags, Paper Towels, Paper Towel Rolls and much more.***

# Clean4Change

## COMMUNITY CLEAN UP!

As part of our Zero Waste Program and as a member of the Alliance to End Plastic Waste, Atlantic is participating in the Clean4Change global clean up challenge.

We'll use our challenge code in the Litterati app to document all the litter we pick up between Earth Day on April 22nd and World Clean Up Day on September 18th.

Atlantic Packaging Challenge Code // **C4C-APP**

*“Every clean up is more than just a clean up.”*



Questions about Clean4Change? Visit [www.Clean4Change.org](http://www.Clean4Change.org)

# Our Timeline

Look for posters, new bins, bailers, and signage to help you along **starting in early May.**

The Clean4Change global clean up challenge kicks off on **Earth Day, April 22nd.** Look for an email with instructions on how to download and use the Litterati app to track our clean up efforts.

An aerial photograph of a wave, showing the white foam of the crest and the dark, churning water below. The text 'ZeroWaste' is overlaid in white, with a stylized leaf icon inside the letter 'o'.

# ZeroWaste

CAMPAIGN