



Environmental solutions help Alcoa pick up value right off the floor.

Alcoa understood the value of recovering excess aluminum oxide, a key component in aluminum production, at their Massena, New York, industrial plant. Here was a perfectly reusable and valuable raw material that was being swept up off the factory floor and thrown away. Reason being, the plant team did not have a way to safely capture, then reintroduce this fine, powdery substance back into the manufacturing process.

Working with Waste Management and our Sustainability Services team, they were able to solve the problem with new perspective. Together, we designed and implemented a comprehensive resource recovery plan that would help Alcoa reclaim 20 to 25 tons of aluminum oxide per week. In addition, the diversion of this waste stream assists the company in reaching their landfill reduction goals.

All told, the program is currently generating an estimated \$500,000 annually in discovered value. Alcoa is literally making money off of what used to be swept away.

For more information on this and other ways Waste Management can help your company find cost savings through environmental efforts, please visit www.wmsustainabilityservices.com or contact us at: **855 347 7535** or sustainabilityservices@wm.com.

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