

## CASE STUDY



# CASELLA TRANSFER STATION, IN VERMONT

### FACILITY:

MSW & C&D Transfer Station

### PRODUCTS:

Waste Characterization

By installing Wastack Smart Cameras at their waste station, our client, Casella, was able to run a revenue stream more proficiently through identifying extra-bulky and banned items. These items needed to be extra-charged and were already making their way into the waste stream but were hard for workers to identify efficiently. Identifications of items in a systematic, simple, and automated way increased our client's revenue by more than 5,000\$ a month and scale-house declarations were up 300%.

### THE CHALLENGE ►

Casella runs more than 50 waste transfer stations across the Northeast of the United States. Its transfer station in Williston, VT extra-charges for specific items and banned items like mattresses, spring boxes, tires, and other bulky items. Like many other facilities, these items are supposed to be declared at the scale house. The problem, however, is that drivers do not know the content of their load, and operators at the tipping floor are unable to track and efficiently communicate sightings of these items, while also ensuring they are operating their machinery in a safe manner in the facility. Because of this, many items remain unbilled for, and results in a loss of revenue for the company. The central issue at hand is that Casella did not have a tool appropriate for the challenge: something that allowed them to understand how much profit they were really missing out on from this ancillary revenue stream. They needed something automatic, independent, and reliable to track items to be billed, without slowing down the pace of the operation.



## PRODUCT ►

With these constraints in mind, the facility manager asked Wastack to install our Wastack Smart Camera and monitor the waste stream, so employees could concentrate on performing their job duties efficiently and safely. The camera began providing daily data reports of bulky items meant to be extra-charged at the facility. From there, the accounting manager could download reports for each hauler and know how to adjust each scale tickets and the bill to its customers, to make sure that every item was paid for.

## BENEFITS ►

With today's technology, the waste stream can be analyzed with a higher degree of accuracy than ever before. This significantly improves the understanding of waste and facility operations and presents new opportunities for companies to reach their environmental, safety and economic targets. First, by obtaining concrete data on what items are dumped in the area, and in what quantities, economic interests for recycling programs can now be scaled, measured, and justified.

Second, as the Wastack Smart Camera can work independently of human intervention or guidance, workers can focus on operating the machinery safely and without distraction. Finally, accurate detections allow transfer stations to add items that will be extra-charged over-time in a scalable, quick, and easy way.



**INCREASED OUR  
CLIENT'S REVENUE  
BY MORE THAN  
5,000\$ A MONTH**

"When I first asked Wastack to install it, my crew believed we already captured more than 90% of the value of all extra-charge items. Turns out, Wastack was a great addition to the team, as it added 5K\$ monthly revenues. Now my crew is pushing forward new ideas on how to leverage this technology even more..."

**Michael Casella**  
General Manager

## RESULTS, ROI AND PLANS FOR THE FUTURE ►

The final installation of the Wastack Smart Camera in the facility drove revenue up by more than 5,000\$ per month, just focusing detections on two extra-charged items, mattresses, and tires. It detected more than 300 items that were undeclared. The whole installation of the system was paid back within the first month of use and began generating profits almost immediately. Now, these reports are also leveraged to help their customers recoup the costs of extra-charges, driving new revenues for the whole value chain. Ultimately, the data collected will help put in place more recycling initiatives while increasing the profitability of the facility. All for items that were already being dropped off, just not accounted for in a reliable or efficient way.

Let us help you finance your circular initiatives! Contact us today to see how the Wastack Smart Camera can identify new revenue streams and efficiencies specifically tailored to your facility.

