

## **Recycling After a Building Disaster**

By Brooke Cowdin, ServiceMaster by Ameristeam

As a disaster restoration company, ServiceMaster by AmeriSteam often confronts a variety of discarded debris coming out of a disaster situation, such as drywall, ceiling tiles, plastic, furniture, carpet and metals. Rather than sending them in a dumpster to the landfill, the company brings these materials to their warehouse, where they are identified and sorted for recycling.

However, ServiceMaster by AmeriSteam discovered that carpet doesn't have as many outlets as other recyclables, so, they began a carpet reclamation program, following the suggestions from the Carpet America Recovery Effort (CARE) organization.

By partnering with carpet mills, metals recyclers and plastics manufacturers across the country, ServiceMaster by AmeriSteam reduced its landfill contribution by 117,000 tons in just one year. This has saved the company nearly \$80,000 in dumpster fees over the last year.

ServiceMaster by AmeriSteam participates actively in the sustainability community on a local and national level. Locally, Enzo Maddalena and Ed Ranieri have been involved with E4S (Entrepreneurs for Sustainability), attending many of the events to network with other entrepreneurs in the carpet reclamation industry. CARE holds conferences twice a year and monthly conference calls in which ServiceMaster by AmeriSteam actively participate in sharing our knowledge with others and learning new things from fellow entrepreneurs.

The company markets itself as the only disaster restoration company in Northeast Ohio to have taken on such a system-wide recycling initiative.

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