

# Sustainability.

## CASE STUDY



### **Partnering with General Motors to Turn Packaging By-product Material into Raw Material**

*Not long ago, General Motors identified a need to improve the way their pressed cardboard packing containers were managed. Waste Management was asked to assist, and the team created a common practice that enabled improved recycling of this difficult-to-recycle material.*

*Now, with help from Waste Management, these boxes are being recovered and repurposed to help create an eco-friendly, acoustical absorbent used in the 2010 Buick LaCrosse luxury sedan.*

*Working in tandem with GM and one of their key suppliers, Waste Management helped create an in-plant material recovery plan that diverts this waste stream, along with additional cardboard, from the GM Metal Stamping Plant in Marion, Indiana, to a separate manufacturing facility. Once there, these reclaimed materials are processed into an environmentally responsible acoustical product.*

*The positive result is a definite win-win. GM has not only reduced their environmental footprint but, more importantly, they have created new raw materials from what used to go to waste.*

For more information on this and other ways Waste Management can help your company find cost savings through environmental efforts, contact Harry Lamberton, VP, Waste Management at 866-949-9692 or [hlamberton1@wm.com](mailto:hlamberton1@wm.com).

