

## RED GOES GREEN AT RPM: THE REUSABLE PRINT BIN



Because reducing obsolescence is a core RPM philosophy, we find that environmentally sound solutions naturally work into our project planning. When Reduce-Reuse-Recycle initiatives are implemented, our clients not only find satisfaction in a lower margin of waste material, but they also find better returns on their total cost-of-business.

RPM has modified many of our own operations into *green* solutions, such as the **Reusable Print Bin**, to improve material, financial and labor savings. The Reuseable Print Bin allows us to effectively ship printed materials in reusable Coroplast™ containers instead of standard corrugated boxes.

Two size formats (8½"x11" and 11"x17") were custom tooled to efficiently cover 80% of the print materials shipped by RPM and each bin can be used approximately 20 times. With this in mind, we were able to replace 40,000 corrugated boxes with 2,000 Reusable Print Bins for these calculated annual savings:

1. Annual carton savings of 40,000 cartons
2. Annual fiber savings of 276,000 square feet, or 30,440 pounds
3. Annual material dollars savings of \$11,660.00 (first year)

Reusable Print Bins have a secondary purpose of holding inventoried product on shelves for the life of the product. The Reusable Print Bin has an identification pocket that holds a 3x5 card so the product can be identified in-transit and off-the-shelf.

**RPM applies innovative solutions to bring about a revolution in your business. Learn more about how we can save labor, material, space and expense in your operations. Visit us online at [www.rpm-go.com](http://www.rpm-go.com), call 800-992-2665 or email [info@rpm-go.com](mailto:info@rpm-go.com) for more information.**



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