



UL's Zero Waste to Landfill Validation Shows that Apple Products Manufacturer, Mayer Bros., Is Green to the Core

Always setting the bar high with aggressive environmental standards, Mayer Brothers earned UL's Zero Waste to Landfill Claim Validation to demonstrate to customers and the community their commitment to sustainability

The Challenge

Mayer Brothers Apple Products is a manufacturer of brand name and private label food and beverage products including bottled water, fresh-pack apple cider, bulk juice, and hot filled beverages in a variety of packaging. Always raising the bar with progressive environmental standards, in 2006 Mayer Brothers initiated an aggressive program to recycle every waste item that was a byproduct of the manufacturing process. Advancing their efforts to recycle and reduce waste each year, in 2013, plant manager Eric Place, realized the actual numerical percentage of material destined to landfill was less than 2%.

Mayer Brothers wanted to share the company's accomplishment of sending negligible waste to the landfill with customers and the community. At the same time, they knew that self-made claims could result in public scrutiny or meritless counter claims from competitors. Therefore, they began searching for a trusted, third party resource to validate their impressive achievements.

The Process

It was Mayer Brothers' energy-from-waste partner, Covanta Energy, that told Eric Place about Underwriters Laboratories' Zero Waste to Landfill claim validation program. After investigating UL's program and criteria, he found it both credible as well as recognized in the marketplace. They decided to pursue certification.

"UL Zero Waste to Landfill Claim Validation is very thorough. I appreciated how they track and measure every part of the process," commented Eric Place. "We had to implement new systems, processes and additional record keeping to prepare for the first audit in June of 2013." Mayer Brothers partnered with Waste Management Recycle America and several regional recyclers to handle every byproduct stream of their manufacturing process. Mass balance spreadsheets were created to track materials flowing through the facility to their destination as reused or recycled commodities.





The Results

Now, instead of tracking only the items making up the bulk of the waste, such as corrugated cardboard, high-density polyethylene, and scrap metal, Mayer Brothers measures and tracks nineteen different recyclable commodities as they leave the plant. This has allowed them to recycle even more waste as well as maximize revenues by saving truckloads of these materials and trading them for cash. “Today we understand more than ever about the waste we produce. Our operational processes are much more transparent, and our tracking systems are much more thorough as a result of pursuing UL’s Zero Waste to Landfill Validation,” noted Eric Place.

The Future

Committed to tracking and improving absolutely everything, Mayer Brothers Apple Products is always seeking to reduce waste, increase revenue and meet ever-more stringent safety and environmental objectives. They plan to continue to track not only their own waste production, but also the return on their investment in certification. Most of all, they value the fact that they are decreasing their footprint on the world, affording future generations the opportunity to carry on the Mayer Brothers tradition, which has thrived under five successive generations since 1852. Meanwhile, UL Environment is keeping its fingers on the pulse of the market and continuing to provide turnkey solutions for its customers' ever-evolving sustainability needs.

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Eric Place,
Plant Manager, Mayer Brothers

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