

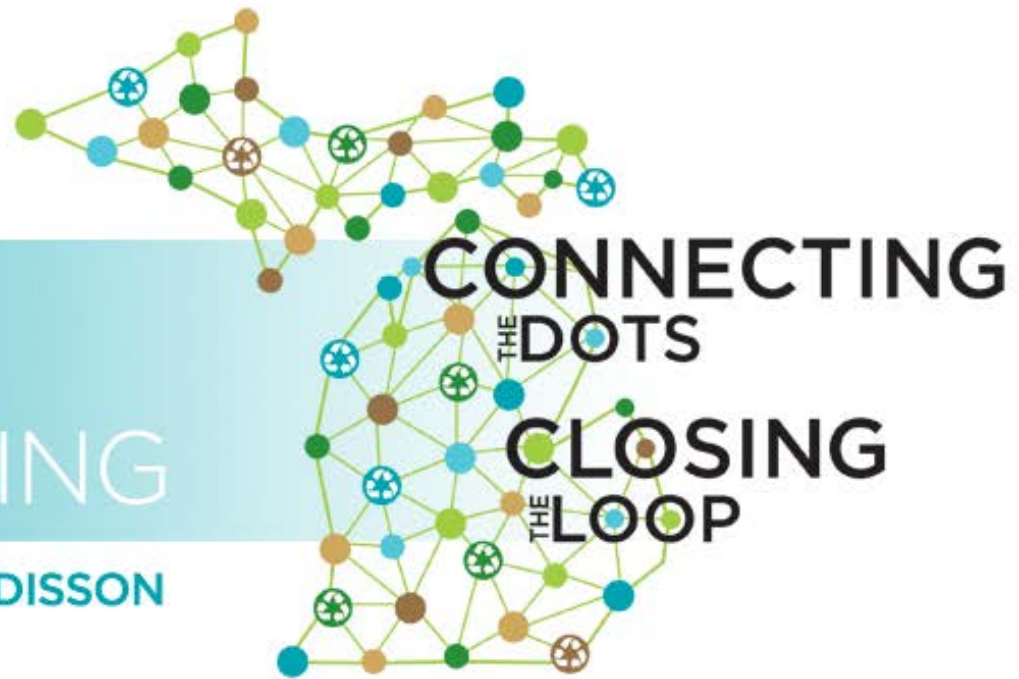
# Design and Placement of Bins and Signs for Sorting Accuracy

Kate Binder  
Bell's Brewery



36TH ANNUAL  
CONFERENCE &  
STATE OF RECYCLING

MAY 15-17, 2018 KALAMAZOO RADISSON



# You never forget your first waste audit



# Findings from the Literature



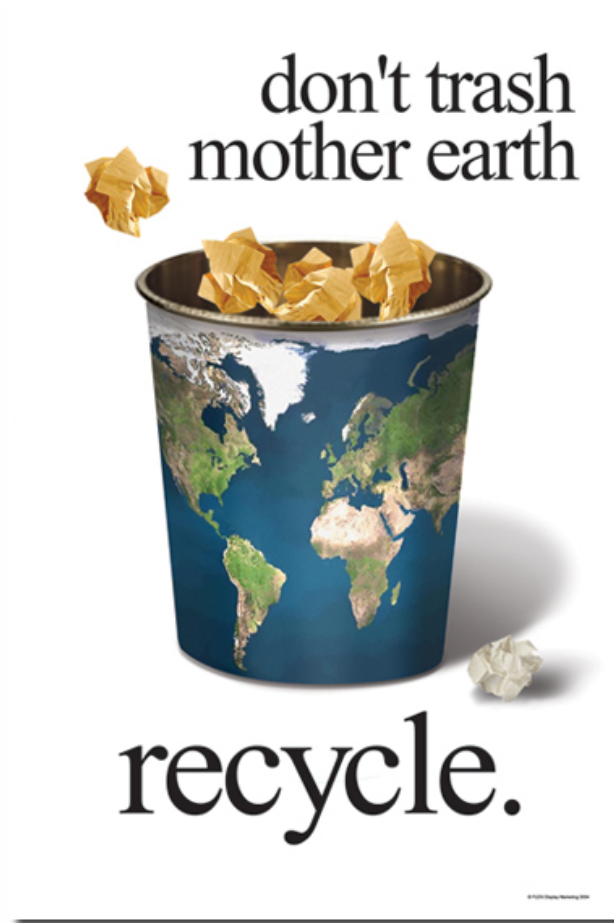
# Signage Placement



VS



# Signage Content



# Signage Content

## COMPOST

ALL FOOD SCRAPS  
(INCLUDING BONES)



TOOTHPICKS &  
SKEWERS



NAPKINS &  
PAPER TOWELS



COFFEE GROUNDS  
& FILTERS



COMPOSTABLE  
TAKE-OUT CONTAINERS



ANYTHING WITH  
THIS LOGO



## LANDFILL

WAXED CUPS



NITRILE GLOVES



PLASTIC WRAPPING



FOOD BOATS



WAXED  
CARDBOARD BOXES



DISPOSABLES W/ THE  
WORDS 'BIO-DEGRADABLE'  
BUT NO CERTIFICATION

## RECYCLE

PAPER & PLASTIC



PLASTIC JUGS &  
PLASTIC TUBS



GLOVE BOXES



TIN CANS



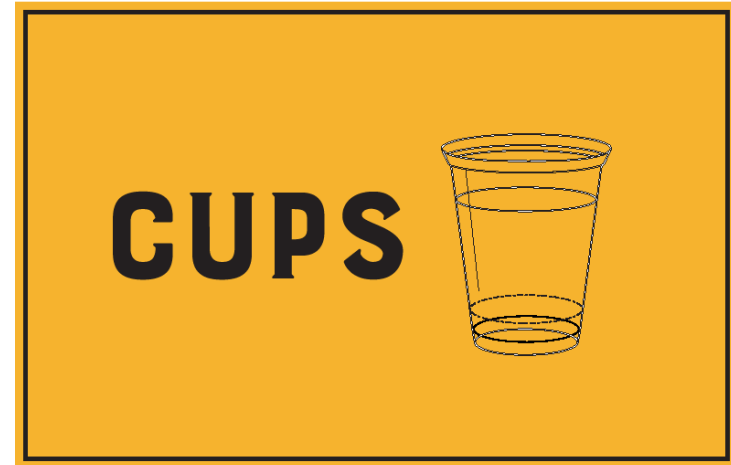
ACCEPTED:

BOXBOARD / PAPER BOARD  
PAPER / GLASS ALUMINUM  
PLASTIC #1 - 7

NOT ACCEPTED:

PLASTIC BAGS  
STYROFOAM  
PLASTIC WRAP

# Signage Content



# Bin Design - Aesthetics





# Bin Design - Openings



# Bin Placement – Close Proximity



# Bin Placement – All areas of consumption?



# Designing a Best Practice System

- Aesthetic bins
- Close proximity
- Shaped openings
- Directional signage mounted above openings
- Centrally located, no other options



# Researching a Best Practice System

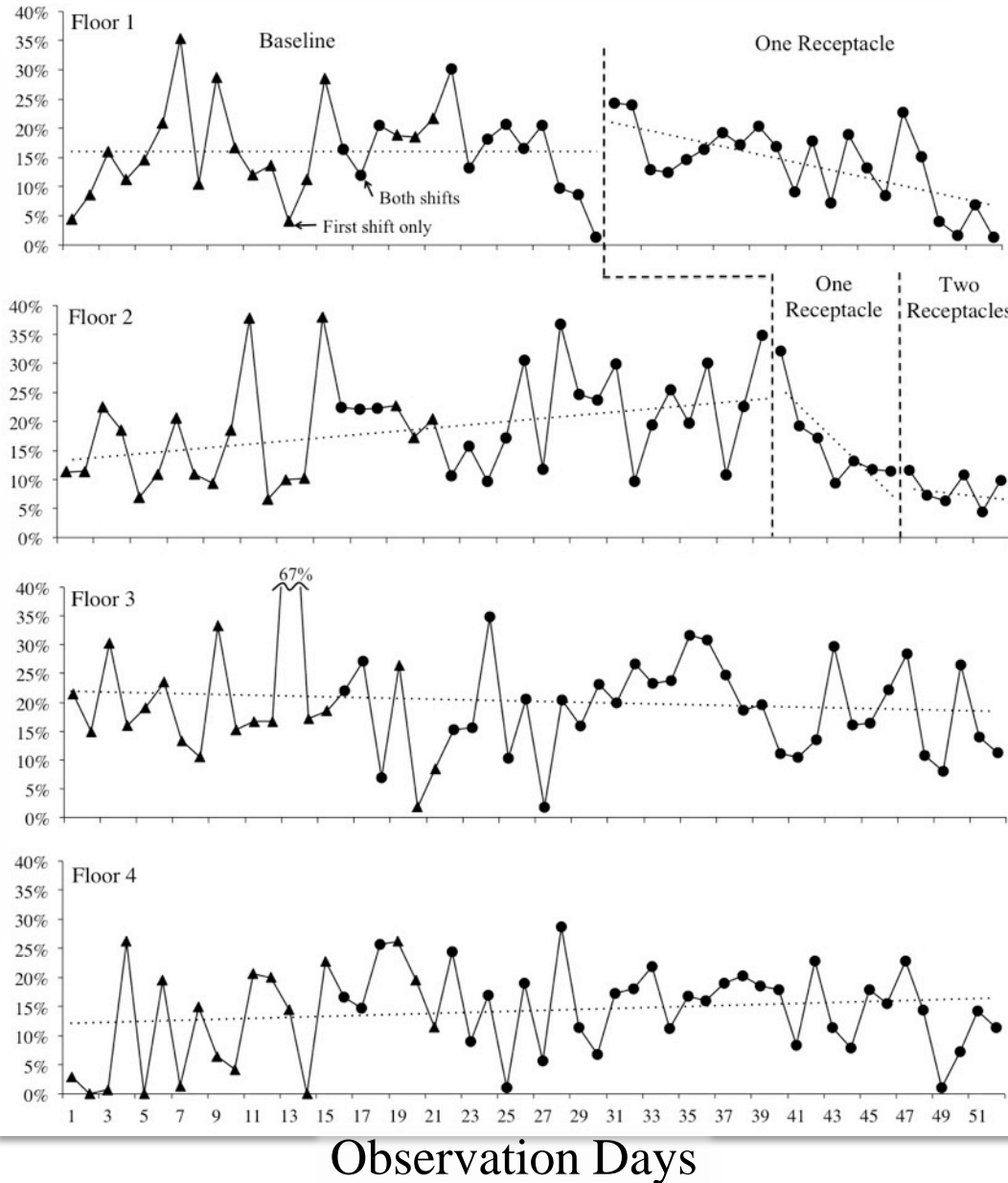
- Measures:
  - Weight of landfill
  - Weight of recycling
  - Weight of recycling found in landfill
- Progressive implementation



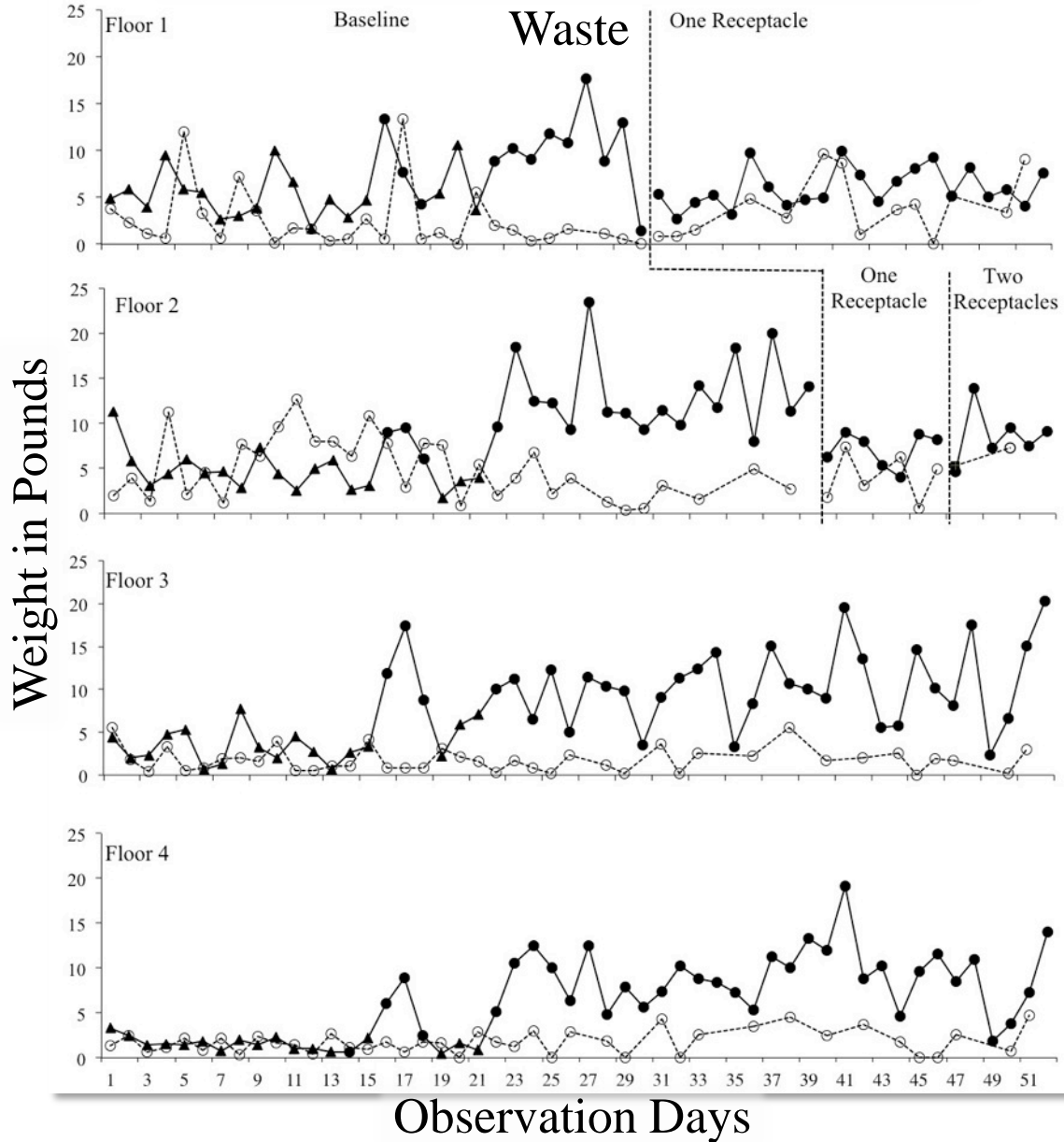


# Inaccurately Sorted Recyclable Material

Recyclable Material as a Percentage of the Weight of Daily Landfill Waste



# Weight of Recycling and Landfill



- ▲ Landfill – First shift only
- Landfill – Both shifts
- Recycling



# Results

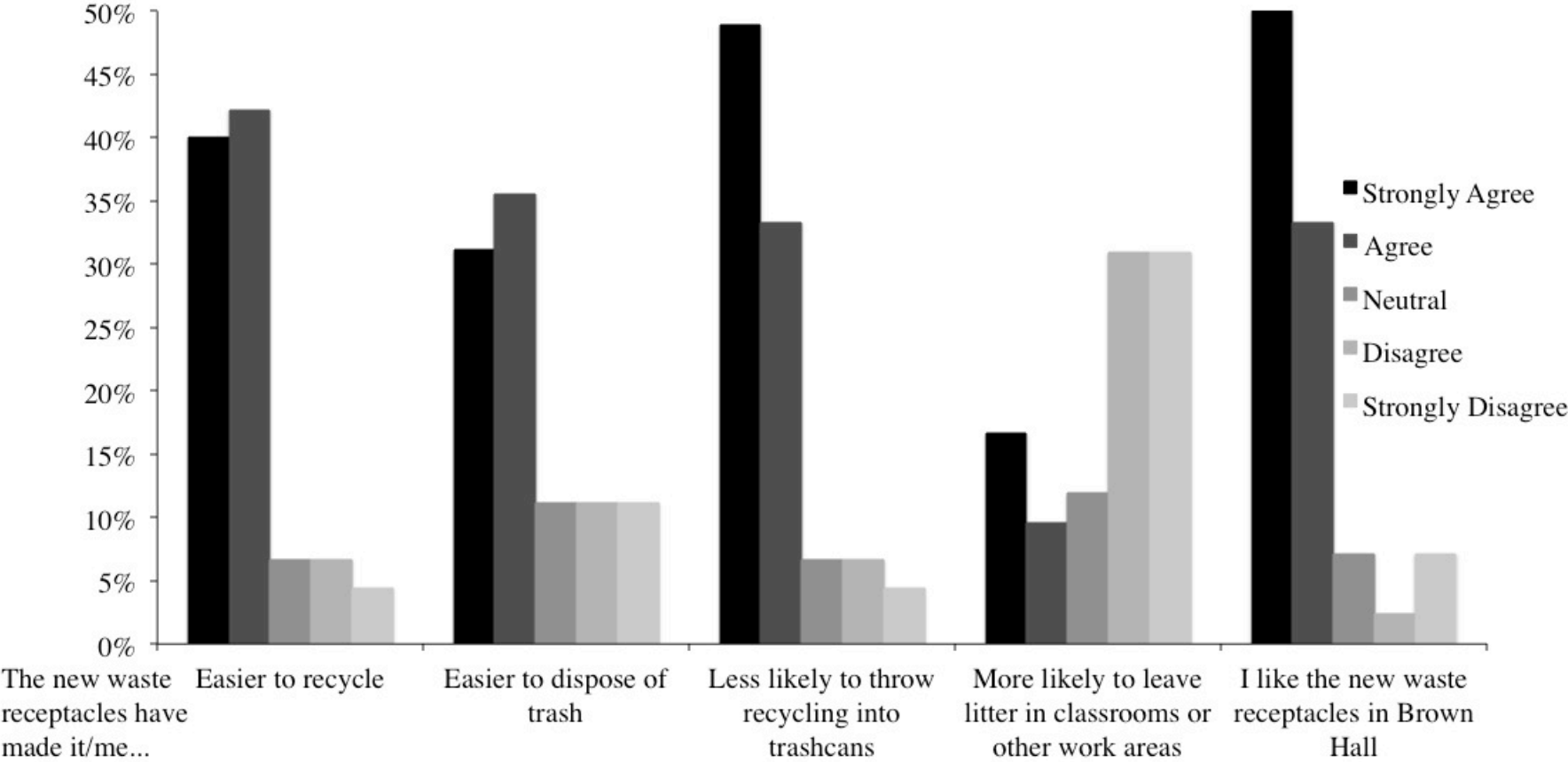
Baseline



Intervention



# Social Validity Survey Results



# Arcadia Creek Festival Site



# Bell's Brewery Offices



# Bell's Brewery Offices



# Bell's Eccentric Cafe



# Questions?

**Kate Binder**

269-598-4808

[kbinder@bellsbeer.com](mailto:kbinder@bellsbeer.com)

