

*Clean Harbors is the leading provider of energy and environmental services in North America. Their customers are increasingly seeking opportunities to recover resources from waste streams, then sell them as products to improve their profitability and environmental footprint.*

## **Marketing challenges**

- The Company faced several challenges:
  - find interested customers with high value waste streams
  - find market opportunities where resources recovered from waste streams can serve as lower cost substitutes relative to incumbent products
  - scout efficient technologies and identify strategic partners that have complementary recycling capabilities

## **Environmental problem company addresses**

- Many industries generate high volume waste streams as a byproduct of their R&D and manufacturing processes
- Companies incur significant costs to have these materials transported and disposed of in landfills or thermally destructed at incinerators
- Transportation and disposal and incineration are energy-intensive, creating greenhouse gas emissions, air and land pollution
- Many waste streams have value provided that they can be recovered cost-effectively

## **Carbon Leaf Solution**

- Organized and repositioned Company's chemical recycling business, enabling Pharma/Biotech companies to derive value (revenue) from high volume, high BTU solvent waste streams
- Enabled Company to recover, purify and re-sell these high volume streams as inputs into a number of end products, thereby converting customers' costs to revenues while improving their environmental footprint
- Identified and led development of strategic partner relationships which added complementary solvent recycling capabilities to Company