

BIN TRIM IS CUTTING HAIR WASTE



Case Study



Sustainable Salons Australia collects 95% of the waste from member hair salons and turns it into innovative and valuable products. With the help of NSW EPA's Bin Trim program, they have been able to buy new equipment and get more salons on board.

Salon waste benefits local communities and charities

“Working with the Bin Trim waste assessor really opened up the opportunities to improve our business.”

Paul Frasca
Sustainable Salons Australia

Sustainable Salons Australia

Former hairdresser Paul Frasca and environmentalist Ewelina Soroko own and run Sustainable Salons Australia, a waste and resource recovery business.

Paul and Ewelina set up the business because they noticed the Australian hair salon industry produces a huge quantity of waste, and they realised it made good commercial and environmental sense to recycle some of it.

Sustainable Salons Australia collects 95% of waste from member hair salons and turns it into innovative and valuable products. Examples include hair booms that soak up ocean oil spills, and wigs for children who suffer from hair loss and cancer. The business provides a complete waste solution for its salon members across New South Wales, Queensland and Victoria.

All proceeds from recycling the salon waste go to local communities and charities, and contributing salons benefit through marketing support and a rewards program. With the help of a rebate through NSW EPA's Bin Trim program, Sustainable Salons Australia has been able to buy more salon waste bins and a large baling machine. This means that more salons can participate in the recycling membership program, and the baling machine has made it easier for Paul and Ewelina's business to manage recyclable metals, paper and plastics.



This project is a NSW Environment Protection Authority Waste Less, Recycle More initiative funded from the waste levy.
epa.nsw.gov.au/bintrim



“We’ve reduced our landfill from 6 tonnes to half a tonne a year and are saving \$3100 a year on waste.”

Nina Santucci,
Owner of Access Hair and
Member of Sustainable
Salons Australia

How Bin Trim helped

In Australia, over 400,000 kilograms of hair and 1.5 million kilograms of metal waste are sent to landfill from hair salons each year. Sending this much waste to landfill can affect the reputation of the hair salon sector, and impact businesses financially. Also, the loss of resources and landfill space cost the environment and the community.

Common types of waste collected from salons include chemicals, hair, metals, plastics, paper, razors and tools.

The main problem Sustainable Salons Australia encountered when it tried to expand its recycling program was that standard recycling bins in salons did not work well for what Paul and Ewelina had in mind. To collect waste effectively, member salons need a suite of specially designed bins that fit salon spaces and allow for the correct and efficient separation of waste.

With growing demand from salons to join the program, Sustainable Salons Australia needed more bins quickly, at a substantial financial cost. The business also needed to manage the stacking, storing and transportation of the growing quantities of metals, paper and plastics collected from salons.

In search for help, Sustainable Salons Australia made contact with the EPA Bin Trim team. Funded by the NSW Government, Bin Trim helps businesses identify simple actions to reduce their waste and boost profits. Through Bin Trim, eligible businesses can access a free waste assessment and apply for a financial rebate to help with the cost of purchasing recycling equipment.

The numbers

- Bin Trim rebate: \$42,200
- New equipment for the salons:
 - 500 lockable 240-litre bins
 - 300 bin liners
 - 820 separation bin units
 - 500 dry postage bags
- New equipment for the recycling depot:
 - 6 x 1000-litre skip bins
 - a baler
- 80 new salons recycling
- 165 tonnes of waste from hair salons recycled or repurposed each year.

The benefits



Less waste going to landfill



Lower waste removal costs



More re-use and recycling



Purchase of recycling equipment



Improved staff training



Better service for customers



Above: Sustainable Salons Australia Founders Ewelina Soroko and Paul Frasca.

Right: Sustainable Salons Australia Business Development Manager, Tamara Devita talks to the NSW EPA.

A Bin Trim waste assessor provided Sustainable Salons Australia with advice, working directly with the business to identify potential waste solutions to improve recycling.

Sustainable Salons Australia then successfully applied for a \$17,800 Bin Trim rebate. The rebate helped the business buy 200 new specialty salon bins and a large baling machine to efficiently manage the growing volume of metals, paper and plastics collected from salons. The new equipment had such a positive impact that Sustainable Salons Australia successfully applied for a second Bin Trim rebate of \$24,300 for additional recycling equipment.

Results

Paul and Ewelina's business has achieved great results due to participating in the Bin Trim program:

- More hair salons are now recycling their waste – the 500 new bins purchased with the Bin Trim rebates have helped 80 new salons to join the Sustainable Salons Australia waste conversion scheme.
- The business has recycled, repurposed and diverted 165 tonnes of waste each year from landfill.
- Member salons save up to \$3000 in waste bills.
- The business has expanded its salon membership base – more members means Paul and Ewelina have been able to provide 2000 meals to OzHarvest each month from the recycling profits and have collected 10,000 ponytails for charity wig-making services.

Take action

Could your business save on waste?

Register your interest to join 22,000 businesses recycling more through the Bin Trim program.

Visit

www.epa.nsw.gov.au/bintrim

Email

Bin.Trim@epa.nsw.gov.au

Call

131 555

(ask for the Business Recycling Unit)

NSW Environment Protection Authority

Email: info@epa.nsw.gov.au

Website: www.epa.nsw.gov.au

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