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RecycleBoxBin Announce New Ownership in 2020

GRAND RAPIDS, Mich.— RecycleBoxBin, which provides affordable recycling solutions for businesses and schools, announced new ownership in 2020. Under the new leadership of Sarah Pfeiffle, the company is being positioned as a recognized leader in sustainable recycling products while maintaining its heritage of providing quality, affordable, customizable and visually appealing solutions for its customers.

“Sustainability is more than a buzzword. It’s a mission. RecycleBoxBin gives us the opportunity to amplify our core values and help maximize the benefits recycling can provide for our planet,” says Pfeiffle.

Keeping It All in the Family

Pfeiffle is the daughter of John and Melissa Ziech who established RecycleBoxBin in 2010. Their focus on a simple, smart, flexible and great looking product created with as much recycled content as possible helped the business thrive and support sustainability efforts in the U.S. It opened its physical doors in 2011 at 401 Hall St., Grand Rapids, MI and expanded in October 2017, moving to 3555 32nd Street, Grand Rapids, where it resides today.

John Ziech, a former facilities design director for a large furniture manufacturer, pursued his passion for design and sustainability after retiring. He created the original patent-pending design and custom labeling system which provides customers with proprietary labels and the flexibility they need to adapt as recycling programs change over time. He and his wife, Melissa Ziech, a former teacher, owned and operated RecycleBoxBin for 10 years.

In order to ensure a smooth transition for customers, Pfeiffle began working with her parents on a part-time basis a year prior to the shift in ownership in January 2020. Under her leadership, the company was purchased by Recycling Products, LLC (DBA RecycleBoxBin). Her family is embracing this second generation of family ownership with support from her husband, Andrew, and her two daughters. Before RecycleBoxBin, Pfeiffle worked in marketing and event planning for 20 years.

Leading by Example

RecycleBoxBin serves as a model for its customers by integrating the organization's social and environmental practices into its products. The company is a near zero landfill user at its site and minimizes its negative impact on global resources. Pfeiffle also remains dedicated to upholding RecycleBoxBin's reputation for personal service and its commitment to its local roots by working with area vendors.

Navigating Disruption

RecycleBoxBin grew organically since its inception a decade ago, selling more than 30,000 bins over time. It continued to be profitable in 2020, but had to navigate disruption when Covid-19 began shuttering businesses and schools.

"We've learned a lot about resilience and perseverance this year. Right now, we're seeing positive momentum as businesses and schools begin to reopen and sustainability is emerging as not just an environmental issue for organizations, but as an issue with tremendous support from employees, their customers and students as well," says Pfeiffle.

Recently, RecycleBoxBin announced that the PepsiCo Recycle Rally program now offers their Triple Recycling Bin as a reward item for schools participating in the free program. Each bin comes with new custom designed labels and additional label options available for download.

Making Recycling Attractive & Affordable

The sleek, modern design of RecycleBoxBin units mean they fit into any organization. The bins are customizable and come in a variety of sizes. Because they are affordable, customers are able to provide enough bins to create a successful program – removing cost as a barrier to recycling.

To find out more about RecycleBoxBin, visit their website RecycleBoxBin.com or contact them at admin@recycleboxbin.com

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About RecycleBoxBin

RecycleBoxBin, founded in 2010, provides simple, affordable, smart looking and uniquely customizable recycling bins that allow customers to expand and change their recycling program over time. The company ships to all 48 US continental states from Grand Rapids, MI. Shipments to AK, HI, PR and Canada are subject to additional shipping charges. For more information, please visit RecycleBoxBin.com