



WASTE MANAGEMENT BUSINESS CASE STUDY

SUNNKING

Brockport, New York

CHALLENGES

Sunnking, an R2v3/RIOS Certified electronics recycling and IT asset disposition company, has provided secure data destruction, device refurbishment, and material recovery services for more than 25 years. Managing difficult material streams posed operational challenges, as certain electronics required specialized investments or refined processes to recycle responsibly. Beyond systems, Sunnking also faced behavioral hurdles: employees defaulting to old habits and inconsistencies in following waste protocols, which risked higher costs, reduced recovery, and increased landfill disposal.

SOLUTIONS

Sunnking developed a strategy built on intentionality—every investment in processes or equipment had to transform waste from a liability into an asset. Their guiding framework was simple yet powerful:

- » Reduce cost savings
- » Reuse for efficiency and risk reduction
- » Recycle for new revenue opportunities

Initiatives included reducing packaging, reusing materials across the supply chain, and repurposing broken pallets. To embed these systems, Sunnking emphasized behavioral shifts, making recycling easy and convenient through clear signage, thoughtfully designed waste stations, and training. This “convenience shapes habit, awareness drives action, culture reinforces change” model helped create lasting employee engagement.

RESULTS

Sunnking’s commitment produced dramatic gains. In 2023, waste accounted for 7% of production. By 2024, that figure fell to 3%, and in 2025, it dropped again to 2%, which was a 66% reduction from the 2023 baseline. Meanwhile, production continued to grow, proving that efficiency and sustainability can move hand in hand. These improvements not only reduced costs and increased revenue but also enhanced resource efficiency and brand trust.

HIGHLIGHTS

- » **97% diversion rate** achieved by 2024, rising to **98%** in 2025
- » **66% reduction** in waste since 2023 baseline
- » Strategy built on **reduce, reuse, recycle** to transform waste into value
- » Cultural shifts reinforced convenience, awareness, and consistency

SUCCESS FACTORS

Sunnking’s progress rests on the interplay of systems, people, and consistency. By designing user-friendly recycling infrastructure, setting measurable goals, and reinforcing cultural norms, the company ensured employees could sustain new behaviors over time. Consistency across facilities became the key to maximizing value creation from waste reduction efforts.

LOOKING FORWARD

Sunnking continues to build on its strong foundation by treating waste as a strategic opportunity. The company advises others to begin with a waste audit, set measurable goals, engage stakeholders, and partner with local organizations. Sunnking’s experience demonstrates how aligning sustainability with business operations creates long-term ROI, resilience, and growth.

BUSINESS PROFILE

Business Type » Electronics recycling & IT asset disposition

Headquarters » Brockport, NY

Years in Operation » 25+

Employees » 125

