RecycleSmart and Gurru Systems Announce Partnership to bring Bintracker Metering and Analytics Platform for Waste/Recycling to Canadian Market

Richmond, BC Canada
January 4th, 2021

RecycleSmart and Gurru Systems have announced a partnership to bring Gurru's Bintracker system to the Canadian businesses who are working to improve their waste and recycling systems. The Bintracker system helps companies engage with tenants, track waste diversion and identify contamination in commercial recycling programs.

Bintracker is an IoT software solution that helps businesses track the source, volume, and composition of their waste streams through scanning technology and digital scales. By tracking this data, businesses will be able to improve their recycling and waste systems using real time data. Bintracker gives businesses such as commercial property managers, shopping centres and multi tenant retail properties control over their sustainability goals, waste generation by tenant and contamination detection - all in one comprehensive, simple, and flexible system. Bintracker brings accountability and transparency to your waste management system with a flexible, scalable and cost-effective tracking solution that is real world proven.

RecycleSmart disrupts the traditional waste management industry by using innovative technology solutions to analyze all aspects of a recycling program. The three-pronged approach is based on state-of-the-art Internet of Things (IoT) sensors placed on bins to collect real-time data; RecycleSmart "waste wizards" who use sophisticated programs and industry expertise to analyze the information and draw insights; and on-the-ground field techs to maintain the sensors and provide on-site waste audits. The result is that RecycleSmart clients receive customized waste management and reduction services and strategies which can be tweaked and tailored on an ongoing basis for optimal results.

RecycleSmart CEO Rob Duthie says,

"RecycleSmart has continued to provide innovative solutions to Canada's leading businesses as they strive to reduce waste generated in the most efficient way possible. The partnership with Bintracker will provide a scalable and rapidly deployable system for RecycleSmart clients to track, manage and measure their waste and recycling streams."

About Bintracker

Bintracker is the world's most powerful metering and analytics platform for waste and recycling in office buildings, shopping centres, universities and schools.

Bintracker offers a comprehensive waste reporting platform, from integrated on-site scales and cleaner mobile application, through to portfolio-level dashboards and regulatory reporting.

About RecycleSmart

RecycleSmart is Canada's largest provider of smart waste diversion, organic capture, and recycling management ideas to all of Canada's shop, eat, sleep, learn, work, and fun places. RecycleSmart develops and deploys advanced cloud-based waste and recycling container sensor systems that reduce emissions, cut operating costs and increase waste diversion at over 5,000 sites nationwide. Customers include proud local independents, to Fortune 500 companies.