



Ruscilli Construction Company teamed up with e-Cycle to retire their used phones, recouping the value of old wireless devices in an eco-friendly way.



Building a greener future

With a growing commitment to environmental sustainability, family-owned Ruscilli Construction Company partnered with e-Cycle to establish a secure and cost-effective solution for wireless equipment buyback and recycling.

Growing the business responsibly

For Ruscilli, based in Columbus, OH, recycling is more than just “a nice thing to do” – it’s critical for their business. As the largest family-owned construction company in central Ohio, a growing percentage of Ruscilli’s revenue comes from projects that must comply with the Leadership in Energy and Environmental Design (LEED) certification, which verifies that a building is environmentally responsible and a healthy place to work and live.

At the same time, the growing problem of e-waste in landfills is a major concern, especially for the construction industry which often builds on retired landfills. And wireless devices are becoming an increasingly larger part of this problem.

“These issues impact the way we do business every day and our clients expect us to share their commitment to environmental compliance. So recycling has been a major priority for our organization,” says Tony Ruscilli, President of Ruscilli Construction.

Story at a glance

Client

Ruscilli Construction Company

Location

Columbus, OH

Key challenge

Creating an environmentally conscious plan for what to do with hundreds of phones building up in the warehouse.

e-Cycle partnership benefits

Eco-friendly waste management, increased telecom budget

Old phones gathering dust

But in 2004, it became clear to Ruscilli that there was a critical piece missing from the company's sustainability policy: a means of disposing of used wireless phones in an eco-friendly manner. Ruscilli was supplying durable phones to many of its employees at construction sites, and equipping managers with Web-enabled smartphones so they could respond to customers on the go. The company had also changed wireless carriers frequently to secure better service plans and rates. As a result, hundreds of phones were being retired each year, and every one of them was full of customer contacts and sensitive project information.

"We knew we needed to collect the phones from our employees, but once we did that, we had no plan for what to do with them. We didn't know how to recycle them in a way that wouldn't expose our data," said Ruscilli. Consequently, the phones began piling up year after year in a corner of the warehouse.

A partner for wireless buyback and recycling

That's when Ruscilli turned to e-Cycle to help address this growing issue. The company had designed its program to help give companies like Ruscilli a secure, no-cost green solution.

e-Cycle took all of Ruscilli's old phones and sorted them into two categories: those that needed to be recycled, and those that retained some monetary value that could be recovered. The first group of phones was disassembled and the batteries – containing harmful pollutants – were separated and sent to an EPA-certified facility. The data on those phones was then destroyed and the rest of the phone was shredded and sent to a metals refinery so precious metals could be removed and reused. The second group of phones was put through a comprehensive multi-step data removal process so Ruscilli's customer contacts and business information were permanently cleared. e-Cycle then provided Ruscilli with a check for the market value of each resalable phone.

A proven program

Today, Ruscilli continues to work with e-Cycle on an ongoing basis, clearing data and recouping value from more phones every year. The added revenue has enabled Ruscilli to consistently equip its employees with the best wireless technology on the market so they can focus on serving their customers and continuing to grow the business.

"e-Cycle has been instrumental in allowing us to put in place a program to manage our e-waste effectively and supplement our telecom budget at the same time," said Ruscilli. "We've been extremely pleased with the results and will continue to think of e-Cycle as a partner for years to come."



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"e-Cycle gave us a secure way to finally clear out the wireless phones that were piling up in our facility. That was a major benefit. We were thrilled to discover that we were actually able to recover the value in many of these phones to reduce our overhead. It was really a no-brainer."

Tony Ruscilli
President
Ruscilli Construction Company
Columbus, OH

