



ASI Goes Green with a Biker Recycler



The spread of expansive recycling programs, ecotourism and even a political party dedicated to sustainability have made it clear that “green fever” is sweeping the nation. The effects of this trend are especially notable in ASI’s hometown of Fort Collins, Colorado, where annual events like Recyclemania and the Sustainable Living Fair not only raise awareness of environmental issues but also generate local green solutions.

One of these solutions comes in the form of Rob Martin, a courier and local small business owner who reduces the city’s carbon footprint by making all deliveries by bike. To reduce ASI’s carbon footprint, ASI has partnered with Martin to ensure that the company’s recyclables make it to the recycling center in an eco-friendly manner.

“It’s a win-win situation,” Martin said. “People like what I do and it’s one step we’re taking to reduce our impact.”

Although ASI already had a recycling provider, ASI decided to support the Fort Collins economy by switching to an emerging small business, Rob’s Bike Courier Service. In an average week, Rob pedals between 200 and 300 pounds of recyclables from 15 local businesses on his custom-built bike and trailer. He stops by ASI every two weeks to take about 50 pounds of paper, plastic and glass to a nearby recycling center – without producing carbon dioxide emissions.

Moving to a more eco-friendly recycling solution will reduce ASI’s carbon footprint while supporting the local economy, said Lindsay Duffy, operations manager at ASI.

“We’re concerned about the environment and proud to support eco-friendly Fort Collins businesses,” Duffy said. “We consider ourselves lucky to have the option of choosing a bike-powered business.”

To learn more about Rob’s Biker Courier Service, visit their website at
www.robsbike.com.