



The Client

Staples / Staples Advantage

The Problem

Staples was seeking a partner to assist with technology recycling, especially when new technology and equipment was being purchased through Staples. The program created a closed loop ecosystem where Staples had a solution to provide its customers with new technology and electronics while also helping them recycle their old in a sustainable and secure manner.

The Solution

In 2014, ERI partnered with Staples as a channel partner for ERI's technology recycling box program to offer the boxes to Staples customers through Staples Advantage. ERI integrated with Staples' online technology to offer the technology recycling box kits directly through Staples Advantage's website.



Thousands of boxes shipped through Staples

Since 2014, ERI and Staples have partnered on shipping out thousands of individual technology recycling boxes, with consistent year over year growth. The boxes have been a fantastic value-add tool for Staples to provide its customers with an end-to-end solution for getting new electronic devices and being able to properly recycle the old devices.



Provided a co-branded solution for Staples' customers