

## Smarter Sorting wins California award

Texas technology company recognized by California Product Stewardship Council.

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Technology pioneered by Austin, Texas-based [Smarter Sorting](#) has earned an award from the [California Product Stewardship Council \(CPSC\)](#) for its ability to identify reusable materials in the waste stream.

Smarter Sorting says its technology “gives cities and retailers the tools to identify all items in their regulated waste stream by their reuse opportunity, effectively turning waste bound for incineration into products that can be reused.”

In recognition of the firm’s inroads and recent efforts, the CPSC has awarded Smarter Sorting with one of its [Arrow Awards](#). The Arrow Awards are scheduled to be given out on July 28, 2018, at the Oakland Marriott City Center in Oakland, California.

Smarter Sorting states it is “transforming how municipalities and large retailers manage their environmental health and safety programs. Its technology is creating opportunities for reuse where only traditional disposal has existed.”

The company says its “intelligent platform, the compliance cloud,” is currently being used by 17 municipalities in the United States, including in San Mateo and Marin Counties in California and by several large retailers in the U.S.

“Receiving the Arrow Award is extremely gratifying as it confirms we are achieving the environmental and social impact we set our sights on,” says Scott Mackey, vice president of sustainability for Smarter Sorting. He adds, “As a businessman, I’m incredibly gratified that we’ve done so in a way that creates enormous financial value for the retailers who are now allowing us to manage their environmental compliance programs.”

Smarter Sorting describes its technology as a “machine learning-driven technology solution [that] allows municipalities and retailers to avoid categorizing used or dented consumer chemical products as waste.” Its system, says the firm, “re-designates what used to be regulated waste as product, unlocking exciting new opportunities for reuse and helping customers achieve their zero waste goals.” Smarter Sorting customers save money, increase staff efficiency, and improve their compliance, the company claims.

Smarter Sorting announced in March 2018 that it had closed on some \$5 million in seed funding, including \$2.5 million from New York-based [RTP Ventures](#). As of July 2018, the

company says it has received a total of \$9.3 million in overall seed funding.