



## CASE STUDY: PlanetReuse

### PlanetReuse LISTS RECLAIMED BUILDING MATERIALS ON GREENWIZARD

#### **At No Cost to the Design Team or Product Specifier, PlanetReuse Will Source Quality- and Quantity-Assured, Reclaimed, FSC, and Excess New Building Materials to Help with Sustainable & LEED Efforts**

“Forty percent of all debris going to landfills comes from the construction and design industry,” said PlanetReuse’s Principal and Founder, Nathan Benjamin. “Worldwide, that adds up to tens of billions of tons of waste annually.”

But where other people saw an entrenched problem, Mr. Benjamin saw an opportunity. In 2007, he launched PlanetReuse, a self-funded startup, and today the Company serves as a consultative brokerage house for salvaged and reclaimed construction materials. Since its founding, PlanetReuse has grown by leaps and bounds (300% growth just last year), and today it’s clearly the national leader in its sector.

“As we launched PlanetReuse, we discovered that design firms were not averse to using reclaimed materials. They just couldn’t obtain commercial quantities of products they wanted, the quality wasn’t assured, and they did not have time to scour the countryside looking for materials.” With PlanetReuse, those firms finally have a viable alternative materials source.

Today, working with unlimited product categories, Nathan Benjamin and his team search out sources of reclaimed, FSC, and excess new materials. Then they assess their quality, document their location (or storage opportunities), and offer them up for reuse. A design firm can come to the PlanetReuse or GreenWizard websites, and search by category to see what’s available in their region. If they don’t see what they are looking for, they can even request PlanetReuse to source reclaimed products for them.

#### **DRIVE TIPPING FEES DOWN, LEED CREDITS UP**

“We are a single source for brokering a number of different types of transactions,” said Nathan Benjamin. “You may have materials in your demo project that could have a reclaimed value, or you may be looking for reclaimed products, or you may be looking for ways to incorporate reclaimed materials into projects.



#### **ABOUT PlanetReuse**

*If you make using reclaimed material reuse easier, more people will do it.*

This simple but revolutionary goal drove the founders of PlanetReuse to create a new kind of company. Frustrated by the time and resources it took to track down salvaged materials for their own commercial projects, the PlanetReuse team took an entrepreneurial leap to uncover a solution for the entire built industry.

Initially an internet-based e-commerce material website, PlanetReuse has evolved into a consulting-and-brokering company focused on providing the insight, experience, and materials its clients need. With a well-defined and efficient process, PlanetReuse expertly matches materials with designers, builders, and owners to save projects money, serve LEED efforts, and sustain the planet. Under the leadership of founder Nathan Benjamin, the company has grown 300 percent in the last year.

Learn more: [www.PlanetReuse.com](http://www.PlanetReuse.com)

We bring expertise and value to all these transactions, and that's to say nothing of what we can save source companies on tipping fees," said Nathan Benjamin. "We like to engage during the design-and-preconstruction phases, because we want to maximize LEED credits through local use, and that sometimes takes some planning. Best of all, we work at no cost during the design phase on projects, and our brokering fee is included when materials are delivered to the new project, so our service is essentially free-of-charge. As a result, our clients can obtain reused products for less than the cost of new."

PlanetReuse's expertise extends into LEED credits as well. "Only 6 to 8% of LEED-certified projects have ever obtained the Materials Reuse credits, MRc3.1 or MRc3.2," Benjamin explains, "and we feel as though we can drive that number significantly higher. After all, it's a relatively easy credit to obtain with a team member like PlanetReuse."

### **WHY GREENWIZARD?**

GreenWizard is the largest collection of green building product data for intelligent material selection.

"The tie-in to LEED credits is what first drew us to GreenWizard, but we soon recognized that GreenWizard is a tool used not just by LEED practitioners, but by the most sustainable building professionals. We see an expansive opportunity to access the nation's most sustainable designers, specifiers, and AECs through GreenWizard. Although these designers and specifiers may have been eager to incorporate reclaimed products into their jobs – in the form of brick, carpet tile, wood, flooring, or even electrical fixtures and furniture – they have not had a dependable source for vetted reclaimed material. Now that PlanetReuse is working with GreenWizard, those sustainable practitioners have easy access, by category, to a single source for reclaimed material brokerage."

To offer its reclaimed products in GreenWizard, PlanetReuse will list 20+ categories of product in GreenWizard's database. A product specifier can request a product by category (e.g. flooring, ceiling tile, doors), and enter in their project location. Then, the team at PlanetReuse sources the product from its regional inventory, or actively searches for the desired product in current demo and salvage projects.

"With GreenWizard, I have access to a platform that makes the sustainable design process (and documentation process) easier for designers," said Nathan Benjamin, "and the fact that GreenWizard comes with a LEED scorecard that helps design teams manage their paperwork, makes it a great partnership for PlanetReuse."

### **About GreenWizard**

GreenWizard Inc. is a technology company offering the most comprehensive web-based software platform for green building materials from thousands of manufacturers. GreenWizard's WORKflow Pro software is the only data-driven workflow solution helping the design and construction community by putting search, compare, purchase, and LEED documentation capabilities at their fingertips. MARKET Pro software is the only data-driven marketing solution that brings green building products face to face with decision makers in the design and construction community actively engaged in projects. The Company employs a Service Oriented Architecture (SOA) software model delivered over the Internet for its process automation tool, communication center, business analytics, and interactive marketplace. Combined, this platform allows project participants to efficiently navigate the most comprehensive and up-to-date database of green building products, utilizing the most advanced analytical tools and information available in the market. The Charleston, SC-based company was founded in 2008. More info: [www.GreenWizard.com](http://www.GreenWizard.com).