

Ridwell

Wasting less, made easy

Hello, Los Alamos!
May 2026



Our Story: A Father and Son Project

In 2018, each week we helped neighbors reuse and recycle items not collected curbside



Why not stop there?

Climate impacts + need for new way to recycle, given China Sword

BBC

Home News Sport Business Innovation Culture Travel Earth Video Live

Oceans littered with 171 trillion plastic pieces

8 March 2023
By Georgina Rannard, BBC Climate and science reporter



Environment

King County's landfill has been almost full for two decades. What happens next?

March 26, 2019 at 6:00 am | Updated March 26, 2019 at 11:17 pm



ing stacked at facility in Costa Rica last June. EZEQUIEL BECERRA/AFP/GETTY IMAGES

Piling Up: How China's Ban on Importing Waste Has Stalled Global Recycling



Attachment D

Ridwell

The problem we're motivated to solve

It's so easy to create waste, yet incredibly difficult to get rid of it (well)!



Attachment D



Two ways Ridwell works

Two ways to rid-well — same mission, built for where you are, full transparency along the way.



Ridwell Pickups

Doorstep collection of over 15 different categories every two weeks from hard to recycle plastics to batteries to Styrofoam and textiles.

Available in 8 major markets (with more on deck!)



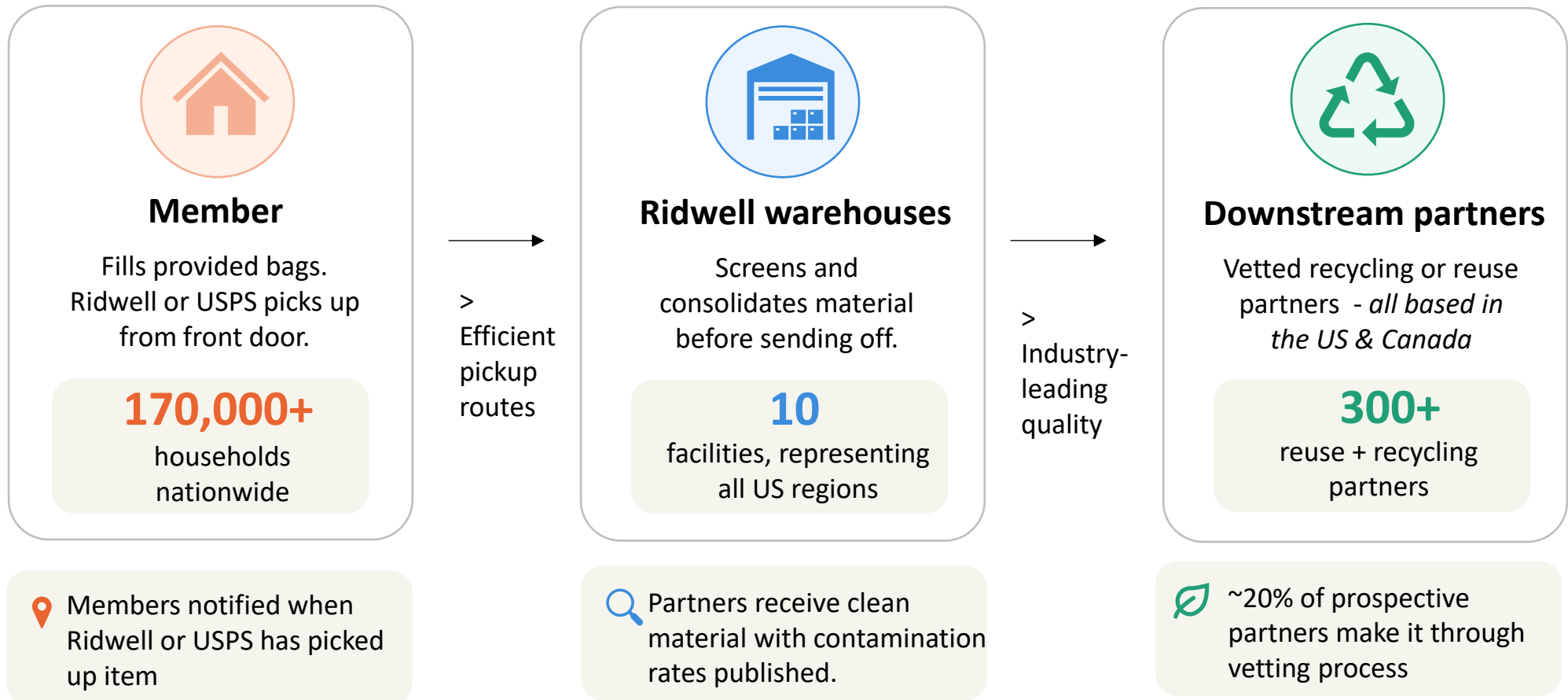
Ridwell Mail-in

National access to our most popular categories—plastic film, multi-layer plastic, pill bottles and more—with prepaid USPS-shipping to the closest warehouse!

Available nation-wide. *New Mexico growing quickly!*
Attachment D

Built to scale. Built to last.

Powered by 170,000+ members, 10 warehouses, and 300+ partners — all across the US and Canada.



*Full visibility and tracking showing where material is traveling and what it becomes



The most trusted option is also the most affordable.

Our network and tech keep costs low without cutting corners on where materials actually go



Pickup service

Biweekly curbside collection



\$18 – \$20
per month

SomaCycle
NJ

\$35
per month

Recycle Revolution
TX

\$43
per month

↓ Ridwell costs up to 2.4× less than comparable services



Mail-in service

Available in New Mexico now!



\$9 – \$12
per large bag

TerraCycle
small bag

\$43
per bag

TerraCycle Zero Waste Box

\$110
per box

↓ Ridwell costs up to 12× less and our bags hold as much as a box!



Lower cost is a direct result of national scale — more members means more volume, better partner rates, and more efficient routing. The savings pass through to residents.



~~FORTY - THREE
FIFTEEN
MILLION
POUNDS~~

saved from the
waste stream

Attachment D



With impact far beyond the numbers

Like...

Partnerships with elementary schools!



Supporting non-profit reuse drives



And making fully circular products



Meet Ridwell Mail-In



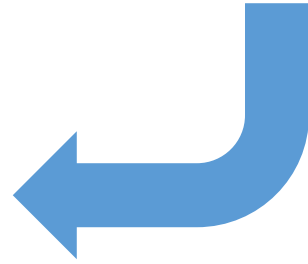
A solution for your thin plastics: plastic film

Grocery bags, shipping envelopes, bubble wrap, zip lock bags, overwrap and more!



A solution for your thin plastics: multi-layer plastic

Snack wrappers, chip bags, food storage bags, pet food bags, granola bars, and more!



Three new items added (with more on the way!)



Prescription Pill Bottles



Bottle Caps & Lids



Corks

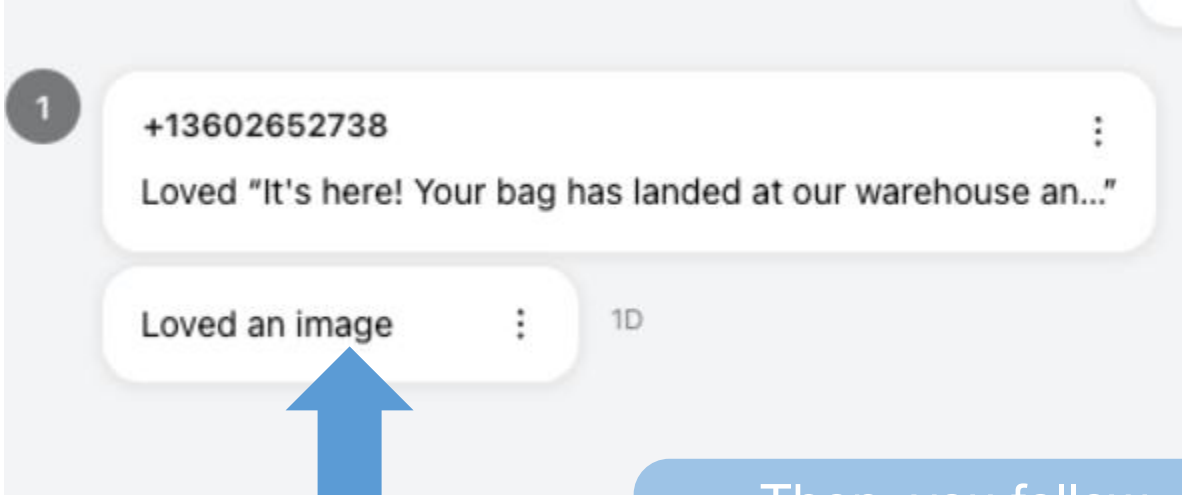
Easy in-home set up for the whole household



Like our pickups, we make it easy and inspiring to rid-well!



Just leave your bag out where the mail gets dropped off and the USPS will grab it!



Then, you follow along on its recycling journey!

And that's about to get a lot easier!



Meet Sortwell

Point your camera at a piece of plastic – see the best way to recycle it!

**App is free to use – ask me afterward how to get access!*

More than a service. A community partner.

We're not just a vendor. We bring the tools, data, and infrastructure your zero-waste goals need.



Customer education

In-person & virtual training

Sortwell app reflecting local recycling guidelines



Data sharing

Volume and destination data provided on usage from all residents



Mail-in bulk rates

City-led promotion and committed volume could unlock lower rates for residents



Warehouse + jobs

Eyeing a local facility in 2027-2028 that would bring local jobs and more diversion opportunities.



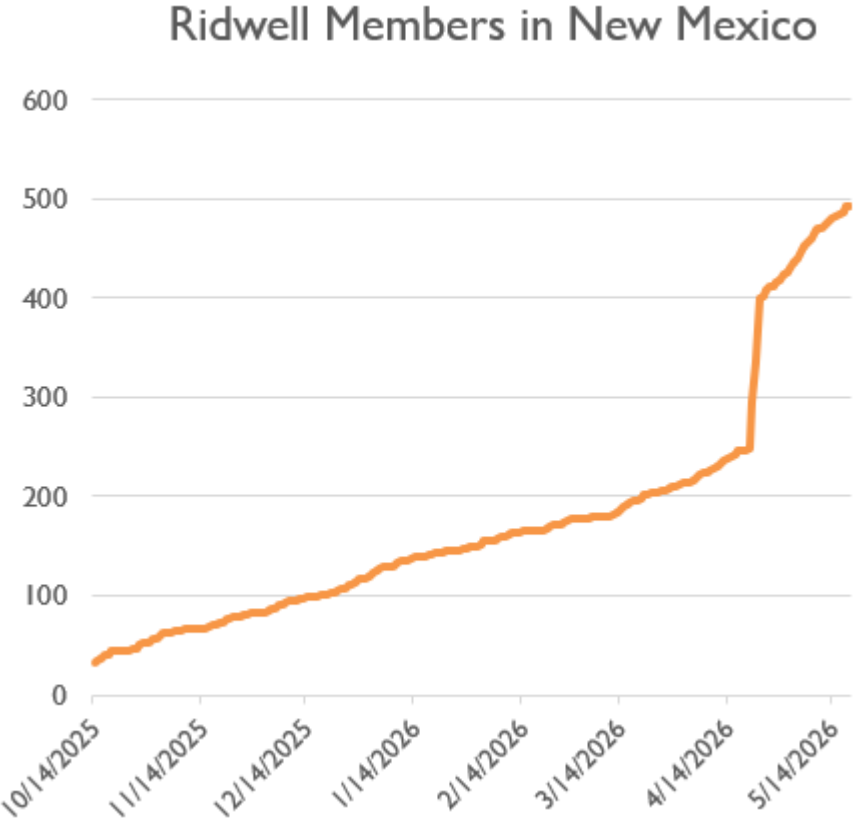
Lower-cost pickups

City-wide quarterly pickups of hard-to-recycle items

Vouchers to lower consumer cost

Why we're excited to do that in New Mexico

After recent visits, jumped to **8th nationally** in per capita adoption. Many motivated to bring local warehouse to area!



Los Alamos is ready. So are we.

We'd love to leave today with a shared sense of what's possible and a clear next step.

Every community partnership starts with a conversation.

We'd love to hear what success looks like for Los Alamos — and show you what's possible from there.

