

CASE STUDY

Green Business is **Good Business**

GREENERFUTURES

Happy Harry

Case Summary

Happy Harry's is a recycling company whose main product is the resale of used or recycled building materials. Happy Harry's operates fourteen stores across Canada and has operations in other places around the world.

Perhaps the most innovative product sold by Happy Harry's came about as a result of the need to deal with the waste from the customization of steel doors. When a steel door is cut to insert a window, a 35" X 22" opening is made. The panel removed consists of a sandwich of two pieces of 28 gauge metal filled with 1 3/4" of insulation.

The search for a use for this material led to the creation of several specialty products. These include a dog house, a portable toilet, a storage shed and a variety of planters. These are created using a special interlocking process developed by Happy Harry's. Samples of the company's products are shown below:



Happy Shack ... from \$800



Happy Howzer Dog House .. around \$200

Benefits

Business -- New product and increased sales, reduced need to transport waste, reduced costs

Environment -- Diversion of solid waste to a useful product saving raw materials and reducing the need for landfill space

Customer -- More choice

Community -- Reduced demand for landfill space and potential for increased employment, potential increase in business tax as the business grows.

Source: : <www.happyharry.com>

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