

Case study

Supporting small businesses



The challenge

Running a cake business means a lot of soft plastics and single-use plastics consumed. Madie Gostin, Founder of Mad About Cakes, wanted to reduce her team's soft plastic waste, including other items like ink cartridges and polystyrene.

Read about how we became one of the best green decisions this business made in the Sydney Morning Herald [here](#).

The results

36kg

of valuable resources
from landfill

3543 kg

of CO2 emissions

"Using ReSmart as a one stop shop for all my tricky items has saved me so much time and effort" – *Madie Gostin, Founder*

Get in touch!



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