

# Reconomy completes two further US acquisitions through its Lincoln Waste Solutions platform to accelerate growth in the world's largest and most attractive market

12 months ago



[Reconomy](#), the leading international circular economy specialist, announces the completion of two US-based acquisitions to add capabilities and accelerate growth of its leading US waste management platform, Lincoln Waste Solutions.

Complete Solutions & Sourcing is a high-growth waste and recycling services management company specialising in waste management for grocery store anchored shopping centres, multi-family residential units and retail segments. Waste Focus is a full-service waste management provider with solutions including recycling and waste consulting servicing hundreds of customers across the property management, hospitality and manufacturing sectors.

The acquired brands further bolster the waste and resource management capabilities of Lincoln Waste Solutions, adding significant momentum to its market-leading offering in the US waste management sector following its acquisition by Reconomy in August 2024.

## Highlights

- Acquisitions mark major step in the next phase of Reconomy's growth strategy to scale its US waste

management platform, Lincoln Waste Solutions, having successfully rolled out its proven model in Europe

- Both brands align closely with Lincoln Waste Solutions, already a leading US-based waste management and consulting firm, and add further capacity and capability
- This growing scale adds to Lincoln Waste Solutions momentum in the market as it aims to accelerate growth in the US by attracting larger customers, growing its haulier network and exploring further acquisitions
- Adds over 100 employees to the group, scaling Lincoln Waste Solutions' operation to 15,000 sites managed and processing more than one million tons per year of materials
- Complete Solutions & Sourcing (Peekskill, New York) specialises in waste management for grocery store anchored shopping centres, multi-family residential units and retail segments
- Waste Focus (Feeding Hills, Massachusetts) specialises in the Property Management, Hospitality and Manufacturing customer segments

Guy Wakeley, Chief Executive of Reconomy, commented: "We are delighted to acquire these high-quality, well-established brands that have strong waste management platforms in the US and valuable client bases across multiple sectors. They build on our acquisition of Lincoln Waste Solutions as we scale up our US waste management platform to establish a leading position and mark another major strategic milestone in our journey.

"Looking forward, I have never been more energised by Reconomy's prospects and the future of our business. We are delivering exceptional growth and these acquisitions add to our growing momentum as we continue to build out a world-class, tech-enabled, people-powered platform at pace to capture opportunities in the highly attractive international circular economy.

Michael Williams, EVP Circular Solutions, North America, at Reconomy added: "After a transformational 2024 for Reconomy which saw our first two US acquisitions, we are delighted to build on this momentum by adding two further high-quality, complimentary brands to the Group. Having successfully scaled our platform across Europe, Reconomy is now embarking on

the next phase of our growth strategy by rolling out our proven model and expertise across the US to scale our operations in the world's largest and most attractive market. These new brands strengthen our offering through Lincoln Waste Solutions, already a leading player in the US waste management sector, to drive further growth in the US this coming year."

Jeremy Basso, President at Complete Solutions & Sourcing, commented: "We are excited to join the Lincoln Waste Solutions' family as it continues to expand its operations and footprint across North America. There is strong alignment in our dedication to outstanding customer service, leveraging the best talent in the industry, improving waste processes through technological capabilities, and making the transition to a more circular economy."

Bob Benjamin President at Waste Focus, said: "This is a momentous step for Waste Focus, giving us the additional scale and investment needed to expand our specialist waste management services in the property management, hospitality and manufacturing customer segments. After 40 years in the waste industry, it is a compelling next step to partner with a leading international circular economy specialist, and we look forward to leveraging Reconomy's capabilities to service new and existing customers with a wider range of services."

Background, opportunity and strategic growth plans in North America

- These acquisitions add significant capabilities and capacity to scale Reconomy's fast-growing waste management operations in the US
- New brands align with Lincoln Waste Solutions – a leading US-based waste and recycling management and consulting firm acquired by Reconomy in 2024 – which added hundreds of major retail and Fortune 500 clients to a Reconomy's diverse international customer base
- Builds a market-leading offering in the US waste and resource management sector backed by Reconomy's 30 year heritage to drive further innovation and growth in the US market
- The opportunity to deliver circular economy solutions in North America is significant – the region produces 10x more waste than the UK, yet has linear resource chains, low recycling rates and an over-reliance on landfill and incineration. In 2023, approximately 300 million tons of municipal solid waste was generated, of which only c.35% was recycled<sup>1</sup>
- The circular economy market was valued at USD 556 billion in 2023 and is projected to reach USD 1.32 trillion by 2030, growing at a CAGR of 13.2%<sup>2</sup>

The acquired businesses

- Headquartered in Feeding Hills, Massachusetts and founded in 2007 by principal owners Bob Benjamin and Steve Rando, Waste Focus provides a comprehensive, full-service management approach to handle all types of waste and recycling. Its services include recycling, waste consulting, hauler management and back-office support. The Company has a strong track record of servicing hundreds of customers across the property management, hospitality and manufacturing sectors
- Based in Peekskill, New York and founded in 2010, Complete Solutions & Sourcing is a comprehensive waste and recycling services management company. It specialises in waste management for grocery store anchored shopping centres, multi-family residential units and retail segments.
- The businesses will integrate with Lincoln Waste Solutions, led by CEO John Ayvas and headquartered in Hartford, CT, and will sit in Reconomy's Recycle Loop led by Michael Williams, EVP, Circular Solutions, North America

Acquisitions provide Reconomy with an excellent platform and leave it ideally positioned to capture the attractive, structural growth opportunities in the international circular economy

- Reconomy now operates across more than 80 countries, with more than 4,000 colleagues servicing over 22,000 diverse international customers. These customers include some of the world's largest brands across multiple sectors