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Company Information:
PATHFINDER
Diane Gahafer
dgahafer@pathfindersustainabilitydata.com
pathfindersustainabilitydata.com

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NEW DATA MANAGEMENT SOLUTION FOR WASTE AND RECYCLING EMPOWERS COMPANIES TO REDUCE CARBON FOOTPRINT AND MEET SUSTAINABILITY GOALS

Pathfinder uses machine learning for comprehensive waste and recycling data management and actionable insights.

(Louisville, KY) – A new company is revolutionizing the waste and recycling intelligence industry. Pathfinder, headquartered in Louisville, Kentucky, manages all waste and recycling data for companies and can also provide actionable insights on how to reduce carbon emissions and increase operational efficiency, while aligning to corporate sustainability goals.

"We are now seeing the topic of waste become a major priority within companies' climate strategy, and data-driven decision making is the focus for companies." says Diane Gahafer, Chief Commercial Officer of Pathfinder. "But even leading organizations face significant challenges to collect and interpret their waste invoices, and all too often this leads to manual, time-consuming work for their sustainability teams. We are thrilled to launch a solution that manages this process completely, so companies spend less time trying to get data and more time making decisions about what to do what that information, ultimately leading to more responsible business practices."

Pathfinder is powered by machine learning. The team spent the last two years using their decades of experience to build an offering that fully understands complex waste and recycling data and can process invoices automatically. This information is hosted on a highly visual, on-demand, analytics platform which collates the data on behalf of customers to report what matters. Pathfinder's team offers services that provide invoice remediation in addition to guidance on optimizing waste portfolios to drive savings and reduce carbon emissions. This data is a critical component of an organization's ability to report Scope 3 emissions. Top categories tracked included:

- Detailed Spend and Recycling Rebates
- Carbon Emissions Tracking and Trends
- Landfill Diversion Rates
- Total Activity per locations/container
- Volume by Waste Stream

"We created a solution which offers the highest levels of transparency – the activity of each and every container – and we knew AI would play a critical role in making that possible." says Shane St Clair, Head of Product for Pathfinder.

"By building Pathfinder on a foundation of AI and machine learning technologies, we're able to constantly refine and evolve our processes to meet customer needs – and most importantly, partnering with our customers to make meaningful decisions to meet their sustainability goals."

"Truly, this is a breakthrough in the industry," says Gahafer. "We're delighted to be leading the charge into the future of waste and recycling data management."

About Pathfinder
Pathfinder is a waste and recycling data management company powered by machine learning, with a focus on reducing carbon emissions for our customers. The solution processes all waste and recycling data, collects any missing or incomplete information, and then offers actionable insights for companies looking to make changes to their waste and recycling programs and ultimately meet their sustainability goals. The first of its kind, Pathfinder enables companies to cut costs and emissions, all while understanding their data in a clear and concise dashboard. Pathfinder is headquartered in Louisville, KY, Learn more at pathfindersustainabilitydata.com.

STREAMLINING YOUR SUSTAINABILITY DATA