

Canada united in the achievement of zero waste, now and for future generations

## GENERAL INFORMATION

- Founded in 2008
- 19 locations in Canada and 3 in the US
- Moving and storage sector
- [www.frogbox.com](http://www.frogbox.com)

## FROGBOX

FROGBOX is a Vancouver-based moving supply franchise company founded in 2008 with a mission “to minimize the stress of moving on our customers and the Earth”. FROGBOX provides residential and commercial clients a convenient, affordable and eco-friendly alternative to cardboard moving boxes: stackable, industrial strength, water resistant plastic boxes that are delivered and picked up.

The moving box rental service is a time-saver: it eliminates time spent picking up, assembling and disassembling single-use packing material. After unpacking the boxes can be nested in stacks until pick up, taking up a minimum amount of space. They have handles for easier carrying, stack perfectly, don't collapse or slide, and protect valuables. To secure important content, the lids can be locked with zip-ties or padlocks. Reusable wardrobes for moving clothes and recycled packing paper are also available.

Each FROGBOX plastic moving box is re-used hundreds of times during its lifespan before being fully recycled. Because reuse takes less energy than recycling, the FROGBOX has a lower carbon footprint than cardboard boxes which are typically recycled after less than two uses on average. The boxes are made of easy to recycle High Density Poly Ethylene (HDPE), #2 plastic.

To come up with their original business idea, the two founders spent 2007 brainstorming different options, based on companies they admired. They wanted to create a company that offered outstanding customer service, addressed an environmental issue, and solved a customer problem. The idea for their business came from a recent personal experience. One of the founders had just moved to Vancouver



from Ohio and had been charged hundreds of dollars for cardboard boxes that soon became water damaged in their garage. Through market research the founders concluded the moving industry had a bad reputation, making it a perfect sector in which to apply outstanding customer service. Plus, the industry hadn't seen much innovation in years, so offering an environmental alternative to cardboard boxes such as cost-competitive plastic box rentals would be a practical innovation.

Since 2009, the company has been measuring and reducing its carbon emissions, achieving a 25% reduction in emissions per box delivered towards a longer-term target of 35%. Where available FROGBOX operates its trucks on biodiesel made from waste streams from industrial processes. To reduce emissions and costs, the business optimizes its routing systems, uses a paperless invoicing route planning system and maintains an extensive recycling and composting system at head office.

**Product as a Service:** An alternative to “buy and own” this model promotes access over ownership, which is retained by the company. This internalizes benefits of circular resource activity by shifting incentives for product durability and upgradeability from volume to performance based.<sup>1</sup>

<sup>1</sup> Accenture. (2014) Circular Advantage: Innovative Business Models and Technologies to Create value in a World without Limits to Growth.

The company's growth was considerably enhanced in early 2011 when it was featured on Dragons' Den, the reality TV show for entrepreneurs. This attracted two investments of \$200,000 and the resources needed to expand across Canada. As a result of the publicity from Dragons' Den, the company received over 1,500 franchise applications. It now has 19 locations in Canada (18 of them franchised) and three in the U.S.

FROGBOX donates 1% of gross revenues to frog habitat restoration via membership in 1% For the Planet. Frogs are the most threatened vertebrate group on Earth, with nearly one-third of the world's 6,468 amphibian species in danger.

FROGBOX won the 2011 Best Green Business Award given by Small Business BC.

## REFERENCES

[www.frogbox.com](http://www.frogbox.com)

Profitguide.com (2011) Born to Make a Giant Leap

The Globe and Mail (2012) Froxbox Looks to Leap into the US

Climate Smart (no date) Froxbox Case Study



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