



**SOLID WASTE
MANAGEMENT
CONSULTANTS**

Gershman, Brickner & Bratton, Inc.
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Services for Private Equity Firms

Overview

As a national solid waste management consulting firm, GBB has been on the front lines of the industry since 1980, planning and implementing integrated waste management and waste-to-energy programs that are designed to provide cost-effective services, protect the environment, and conserve natural resources. With its extensive expertise and consultants/associates with complementary experience and business skills, GBB is uniquely positioned and qualified to provide valuable insight and assistance to evaluate investment opportunities, better address the market and/or develop new markets.



Over the years, GBB has prepared feasibility reports and provided its expert opinion for the financing of many waste and recyclables management facilities and projects. The firm has also been retained by major banks, bond insurers, and casualty insurers to independently evaluate proposed or existing facilities and give them an expert opinion as to the project's technical and management soundness, economic forecast, and creditworthiness. Further, GBB has been contracted by various parties seeking to acquire facilities or technology licenses, to conduct technical and financial due diligence evaluations of candidate facilities, sites, and related business assets, and to provide analysis and opinion as to their viability and forecasted economic results.

Wide Range of Services Tailored to Private Equity Firms

GBB can bridge the gap between the resources/expertise of private equity firms and the solid waste management industry understanding and familiarity required for sound investment strategies and project development. GBB offers services that include, but are not limited to:

- **Investment, acquisition/expansion support**
 - Due diligence
 - Facility/project viability evaluation
 - Feasibility reports for revenue bond issues
 - Business model review
 - Opportunities/challenges assessment
 - Existing and planned assets review
 - Feedstock supply assessment
 - Negotiation
 - Partnership development
 - Solid waste management industry research
- **Strategy implementation guidance**
- **Waste characterization studies**
- **Product line review**
- **Marketplace reviews for equipment, technology and/or services offering**
 - Trends and opportunities
 - Technology evaluation
 - Key regulations
 - Public sentiment
 - Recommendations
- **Business development/planning assistance**
 - Capital requirements
 - Operating costs
 - Processing design and cost estimates
 - Revenue projections
 - Evaluation of risk/synergistic opportunities
 - Community outreach/education
- **Construction and acceptance test monitoring**

Thought Leadership



As thought leaders, GBB consultants regularly contribute articles to leading industry publications. They also frequently present at national and regional industry conferences. Recent articles and presentations include:

- [Characterization Study Based Diversion: Where Does 50% Diversion Come From? What About 90%?](#), Brad Kelley, presented at WASTECON, Dallas, TX (October 2024).
- [The Future of Solid Waste – Think Outside the Box](#), Becky Caldwell, presented at the Tennessee Solid Waste Association of North America/American Public Works Association Conference, Chattanooga, TN (Oct. 2024).
- [Data, Data, Everywhere](#), Steven Schilling, published in Waste Today (September 2024).
- [A Sustainable Approach to Address Growing Energy Demand from Data Centers](#), Chris Lund, published in Waste Today (August 2024).
- [MRF Capabilities and Circular Economy Off-Ramps](#), Brad Kelley, presented at the REMADE Circular Economy Tech Summit & Conference, Washington, DC (April 2024).
- [Current State of MSW and Recycling Management](#), Brad Kelley, presented at the Southeast Recycling Conference & Trade Show, Destin, FL (February 2024).
- [Recycling Isn't Broken, But It Does Need to Change](#), Brad Kelley, published in Waste Today (October 2022).
- [Collaboration Cultivates Success for Food Waste Composting and Education Pilot Program](#), Ricky Phillips published in Waste Today (July 2022).
- [Smart Technologies for Processing Municipal Solid Waste](#), Brad Kelley, presented at the Bioenergy Sustainability Conference – American Institute of Chemical Engineers, online (December 2021).
- [Characterizing Organics](#), Chris Lund, published in Waste Today (September 2021).
- [Emerging Technologies: Overview and Peek Into the Future](#), Chris Lund, presented at the Virginia Recycling Association & SWANA Old Dominion Chapter Webinar (September 2020).
- [Conversion Technologies and the Needs of Front-end Processing Systems](#), Brad Kelley, published in Waste Today (May 2020).
- [Big Data and the Waste Industry](#), Brad Kelley, published in Waste Today (August 2019).
- [Markets and Marketability – Overcoming the barriers to accessing recycling markets](#), Brad Kelley, Ashlea Smith and Corinne Rico, published in MSW Management magazine (March 2019).

The American Chemistry Council tasked GBB with preparing reports on the history and current state of Mixed Waste Processing facilities and equipment in North America. The reports are publicly available on the Council's website:

- [The Evolution of Mixed Waste Processing Facilities: 1970 – Today](#)
- [The Evolution of Mixed Waste Processing Facilities - Technology and Equipment Guide](#)