

HOW TO USE A GREEN SHREDDING BUSINESS MODEL TO YOUR ADVANTAGE

Increasing your bottom line by using environmentally friendly policy

Going green is on the forefront of the Shredding industry. With new legislation, increased environmental awareness in consumers and a worldwide need to move towards more sustainable business models, it is essential that you have a green business model that increases your bottom line and integrates well for your customers.

The first questions you'll ask when incorporating a green business model are: How much will it cost me? Will I profit or lose on my bottom line? The simple answer is by using the right tools and planning, you can use environmentally friendly initiatives to maximize your profit, create a positive outside perception of your company to your customers and take genuine steps to help the environment.

Profiting from a "Shred Everything, Recycle Everything" philosophy

Moving to a 'Shred Everything, Recycle Everything' philosophy is a great way to help the environment, increase your bottom line and offer better customer security. Many offices that have extensive shredding services still have a lot of risk. Since most of the waste generated by an office is paper, there are always documents that should have been shredded that end up in a dumpster. Only one employee's 'lazy toss' could make a document available that could extremely compromise a business.

A 'lazy toss' usually happens when an office employee fails to walk to the shredding container to dispose of their paper. It is often easier for an employee to blindly put paper in the garbage at their desk. Eliminating the 'lazy toss' completely can only happen if it is easy for the employee to dispose their paper at their desk.

Providing secure desk-side containers at every workstation ensures that all paper is recycled, all paper is shredded and no 'lazy tosses' occur. Creating an office policy that prohibits the disposal of paper in the ordinary garbage will further eliminate the liability of the 'lazy toss' and lower the environmental impact of paper waste.

Using Green Containers to Gain a Competitive Advantage

Using the right environmentally friendly carts, consoles, E-Waste disposal and secure desk-side collection containers are needed to offer a viable green office solution to your clients.

When thinking green, your containers should have environmental efficiencies built in. Containers should use a minimum of 35% recycled content and be 100% recyclable at end of life. You should also use a container company that designs for shipping efficiencies and has warehouses in your local area. You should also always buy North American made containers. Containers that are made overseas often contain untraceable toxins and overseas shipping has a huge environmental impact. Using efficient design and shipping models will lower the fuel and resources used and reduce shipping times to your location.

Formaldehyde content in secure document consoles is now being strictly regulated. Formaldehyde free regulations like the 2010 CARB, ATCM and LEED building standards make formaldehyde free containers in offices mandatory. Making sure you won't unnecessarily have to replace outdated containers and reducing exposure of your clients to known health risks are great ways to save money and leverage your green services.

Another smart expansion of your business model is to offer office recycling services. If you use a secure desk-side container like AllSource's Shredinator you can simply place recycling lids on a Shredinator to create centralized waste and recycling stations with no further container investment. You can also offer centralized composting and organics options for offices and lunch rooms.

When going green, you need to ensure your efficiencies are not compromised. Containers need to be easy to empty, durable, have full warranties, made in North America and have options for self branding. Ensuring the use of a 'One Key Solution' for all carts, consoles and desk side collection containers will let you spend more time shredding and less time collecting. This also makes sure your customer has easy access to the containers.

Other ways to reduce your carbon footprint

There are many ways you can increase revenue from your environmental business models. You can efficiently plan your routes by only using right turns, which can save you a lot of time and hundreds of gallons of fuel. Making simple changes like installing idle out timers in your trucks can also save you a lot of money.

Depending on whether you are an on-site or off-site shredder, moving to an environmentally friendly philosophy is a great way to leverage your green services and generate revenue. You can gain by collecting more weight in paper, generate more revenue on expanded pickups, security and recycling services. These environmentally friendly benefits will improve your level of service, your outside perception and increase your bottom line.

