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**Enabling small business to cut costs and boost recycling**

*Australian startup disrupts \$15bn industry; delivering low prices to small business*

**Sydney, NSW:** Sydney startup Waster.com.au seeks to disrupt the \$15bn waste industry in all major cities throughout Australia. By applying disruptive technologies previously applied to industries such as hotels, travel and taxis; Waster.com.au delivers lower prices and better services to small and medium Australian businesses - helping them reduce costs whilst benefitting the environment.

**We highlight how local businesses can easily and quickly reduce total spend on waste services whilst boosting their environmental credentials through our infographic on the next page – showing the differing experience of two local cafes.**

Customer service manager Joanna Wells said, *“as a business we are really focused on delivering value to our small and medium customers, people who have been neglected by their previous suppliers. We are really passionate about helping our customers reduce waste going to landfill by boosting recycling and hence reducing their costs.”*

The company ethos of Waster.com.au is based on creating a positive experience for our customers as well as our staff and wider community:

- Complete transparency of pricing – no hidden costs and online booking
- No lock-in contracts – month to month no risk basis
- Continuing customer education focus to boost recycling, help the environment and lower business costs
- Community engagement –Waster.com.au matches customer charitable donations dollar for dollar to plant native Australian trees.

**About Waster.com.au:** <https://waster.com.au> delivers waste services to smart businesses. Operating in all major cities throughout Australia, Waster supports small and medium businesses by delivering low cost, reliable waste and recycling services with no lock in contracts, excellent customer service and online apps.

**###**

## COMPARING TWO IDENTICAL MANLY CAFES



Café A is based in Manly and has had the same waste provider for almost 10 years. They put all their garbage in general waste (which goes to landfill) and hence are not performing any recycling.

**12m<sup>3</sup>**  
Rubbish a month

**100%**  
Dumped in landfill

**\$497**  
A month +GST



Café B is identical in every way to Café A – except they want to reduce costs and help the environment – and do both if they can. They call Waster who performs an estimate of their rubbish.

**>50% recyclables**



**<50% other waste**

Café A continues to throw all rubbish out in general waste bins as it is easy – however costs are higher and every year the levy on landfill increases!



CONTINUING INCREASE IN COSTS YEAR AFTER YEAR



### THINK SMARTER

By looking at their waste streams with a critical eye, Café B is able to take advantage of lower costs for recycling and help protect their business against future landfill levy increases.

The business can thus help the planet – and hopefully use that for marketing their business!



Decreasing waste going to landfill helps reduce costs, help the environment through reduced greenhouse emissions and increases recycling

Café A continues to dispose of all waste in landfill – meaning they can not take advantage of environmental credentials for marketing their business.

### SIMPLE CHANGES DELIVER REAL BENEFITS

LANDFILL 100%

CARDBOARD 24%

MIXED RECYCLE 27%

LANDFILL 49%



Increase recycling by implementing cardboard recycling and commingled recycling – bottles and cans. This reduces waste going to landfill

Optimise collection schedule and reduce truck visits – helping safety and reducing emissions.

Recycling  
**0% - zero**

If you keep doing the same old thing – you will continue getting the same results – and losing money at the same time!

### Monthly cost \$

\$497.24 +GST

\$402.50 +GST

*L.e. a 19% cost decrease*

Recycling  
**51%**

Café B benefits from putting a bit of effort in – and now uses its environmental performance as marketing collateral to its customers.

These results are only the beginning for Café B – with a bit more effort, recycling can be increased more and costs minimised further.