

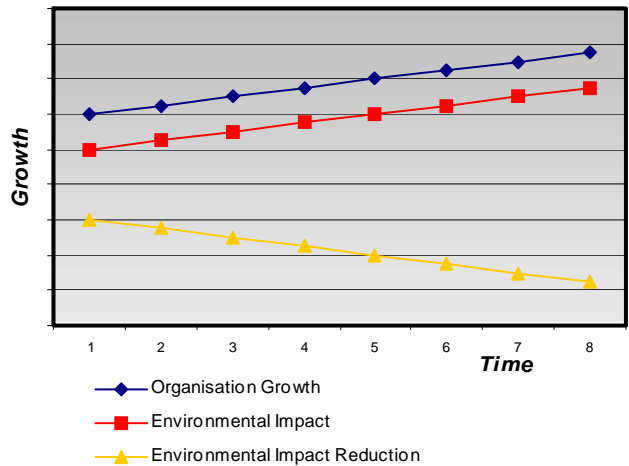
'Because a company is growing shouldn't mean exponential growth in waste output.'

Yorwaste is demonstrating how commercial and industrial organisations can decouple their waste streams and succeed at the same time.

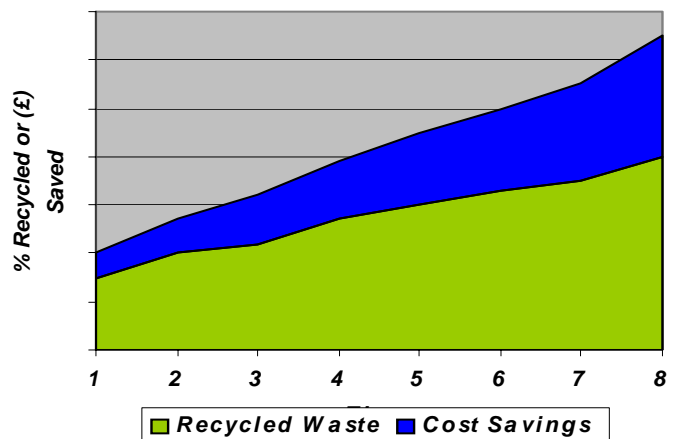
Ken Davidson, Head of Strategic Marketing

We have a mantra at Yorwaste: 'don't waste waste'. In fact it has become a mantra with us and you will increasingly see it on our livery, literature, web site and all outward facing materials as we progress over the next few years.

'Don't waste waste' is no empty slogan. It says everything about what we are as a company. Organisations, irrespective of size, can no longer turn a blind eye to their waste. It's a responsibility that has to be borne; ignore it and the penalties in the form of taxation will accrue and that's saying nothing about collateral damage to corporate reputations that will follow too! Waste has to be looked at differently: can it be recovered, recycled or converted into an energy source, what is its true value? Companies on a sustained growth curve often find their waste streams grow exponentially on a similar upward axis! This represents a challenge for management but one which can be mitigated with expert advice, guidance and resources.



Recycling & Cost Saving Example



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