

# kenny connect

Connecting you to the world of Kenny Waste Management

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Kenny Skip Hire, now Kenny Waste Management Ltd

### £1.5 million recycling centre

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## Welcome from Neil Mackey, Managing Director

Welcome to the first Kenny Waste Management newsletter "Kenny Connect". Our aim is to keep our customers and staff informed on how, for the benefit of our customers, we are tackling important issues within the waste management arena. This includes waste diversion from landfill and the enhancement of waste recycling in the UK.

Neil Mackey, Managing Director

“ In its place is Kenny Waste Management, a very customer focused company intent on providing so much more than just skip hire. ”



The first area we have addressed is the repositioning of our company.

With the help of K2L Marketing, we have carried out extensive customer research across our market sectors to gain a better understanding of their requirements. Listening to our customers has enabled us to reposition ourselves as a customer focused, full service waste management company providing total waste management solutions.

**As part of our repositioning, we have changed our name to Kenny Waste Management Ltd operating with the following core divisions:**

**Kenny Skip Hire >**  
**Kenny Trade Waste >**  
**Kenny Recycling >**  
**Kenny Hazardous Waste >**

This transition has not come easily, or quickly. We have embarked on a massive restructuring programme which has involved us readdressing every process within the company.

As well as changing the company ethos, we have developed a new fresh brand which we are in the process of rolling out across our stationery, documents, trucks, skips/containers and work-wear. Not an easy task, as you can imagine.

Couple this with the production of our new company brochure and website, the repositioning of Kenny Waste Management is an ongoing part of our 12 month strategic plan for development and growth.

Based on listening to our customers we are investing heavily in the future of our company. In return, we are sure they will come back to us time and again, and recommend us to other customers without hesitation.



Our new stationery

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One area where we have been listening to our customers is in the provision of timely skip specific waste reports.

## new waste reporting system

**Our customers kept telling us they were unhappy about receiving waste reports based on everyone else's waste.**

They wanted a report that was totally bespoke and relevant to the type and amount of waste they produce. Unlike other waste management companies, we have listened to our customers and completely revised our reporting system.

Our new reporting system provides customers with a timely, online skip specific report which can be accessed any time of the day or night.

On arrival at our site your skip is tipped. The driver will immediately complete the waste report based on the contents of your skip. This report is then saved to our online database.

Customers will be able to access this information online along with invoices and POD's via a dedicated log-in and password.

No other waste management company offers their clients this service.

You can now ensure your waste report is 100% applicable to your waste and is 100% auditable.

“ Unlike other waste management companies we have listened to our customers and completely revised our reporting system. ”

Our new report



The screenshot shows a detailed waste reporting form with the following sections:

- Header:** Kenny Waste Management logo and contact information.
- Client Information:** Name, Phone/Facsimile/Computer, Job Number, Group & SIC.
- Order Details:** Order Number, Date, Time To Site, Time Off Site.
- Waste Composition:** A table with columns for Waste Composition, Amount, and Unit.
- Waste Details:** A table with columns for Waste Details, Waste Quantity, and Waste Material.
- Regulatory Information:** EA Registration Number, WEEE Registration, and other compliance fields.





“ Our new plant is on schedule to be completed by the end of May 2011 ”



Here at Kenny Waste Management, we are putting our money where our mouth is in the plight to reduce the amount of construction waste going to landfill.

## new facility



Our state-of-the art recycling plant

**We have invested £1.5 million in our new, state-of-the-art recycling plant constructed in the grounds of our 5 acre site at Worsley.**

Our new plant will include 3 separate trommels, a magnetic system, air separation system, optical separator and a 140ft picking line which is one of the largest in the UK.

This new facility will offer considerable commercial and environmental benefits to our customers and help us in our commitment to recover, divert from landfill and recycle 100% of our customers' waste.

Our new plant is on schedule to be completed by the end of May 2011.





## new trade waste service

Our new Trade Waste service, which is set to operate seven days a week, is now ready to be rolled out and will allow businesses to fill 240, 360, 660 and 1100 litre wheelie bins with general waste, glass and recyclables. The bins will then be collected by our extensive fleet of rear-end-loading vehicles.

## it's a WRAP

### Kenny waste management sign up to WRAP

Here at Kenny Waste Management we continue our efforts to cut the amount of construction, demolition and excavation waste that goes to landfill by signing up to the WRAP Halving Waste to Landfill commitment.

We are proud to say that we already divert and recycle around 93% of our customers' waste, and plan to halve the remaining 7% by 2012. We join a growing number of construction companies signing up to the voluntary commitment, organised by Waste & Resources Action Programme (WRAP), which looks to significantly cut the 120 million tonnes of waste produced by the construction industry each year. Customers are under ever-increasing pressure to demonstrate their environmental responsibility.

By using Kenny Waste Management, customers can be confident that they are using a reputable waste management company that is visibly committed to recycling their waste and providing them with an auditable report trail.

**Call us now for more information or for advice on reducing waste to landfill: 0161 790 3737**



Neil Mackey, Managing Director at Kenny Waste Management, said, "Due to the huge demand from our existing customers, we are absolutely delighted to announce the launch of our new Trade Waste service. With extensive experience gained in the field of waste management we are able to offer a professional, reliable and courteous service to our clients, which we believe will be an extremely attractive and cost-effective solution for them."

Our new Trade Waste Service was launched at the end of 2010. If you wish to discuss your waste management requirements and learn more about how you can reduce your costs with a more efficient and environmentally friendly service, contact Kenny Waste Management, on 0161 790 3737.



“ Waste reduction, increased recovery and greater use of recovered materials can deliver significant environmental benefits through diverting materials from landfill and reducing your carbon footprint – as well as improving efficiencies and cutting costs. ”

Quote from WRAP