



whose bin is it

Welcome to a brand new concept in bin labels

Firstly there is 'nothing else out there' !

whose bin is it labels are totally unique and are intended primarily to be a local authority 'tool' to help drive-up recycling performance through clear and simple signposting for all customers.

Recycling is something **everyone** can be a part of and the collection services local authorities provide are key to encouraging all households to participate. **whose bin is it** labels can be used as a 'vehicle' for informing residents with any type of bespoke messaging. Our WBIT© personalisation system ensures each bin is labelled with both the house/flat number and street of the householder, ensuring they are returned to the correct dwelling.

Local Authority Benefits

- Improved KPI Performance - public awareness is raised resulting in waste being placed into the correct containers. This will save costs due to reduced kerbside intervention.
- BME communities can be targeted in their respective languages resulting in greater participation in previously hard-to-reach areas.
- Refuse collectors are able to place containers closer to properties especially homes where requests have been made to have receptacles taken to and from the property on collection days.
- General public - increased pride in their refuse containers with the knowledge that they are far less likely to be stolen. The fact that they are labelled with individual house numbers reduces arguments as to '**whose bin is it**'
- VFM - **whose bin is it** labels have an excellent life span. The first prototypes were produced in **2007** and are still in place today. They have not faded and the clarity of the graphics remain superb. Other labels for outdoor use disintegrate quickly, fade and peel off and need replacing regularly. The pricing structure for **whose bin is it** labels is based on individual enquiries, relevant to the size and quantity of labels required. However, you can be assured of the keenest costing strategy which can be implemented to accommodate budgets.

- Easily identifies which households are recycling
- Raises public awareness and improves the number of committed recyclers
- Can be utilised to target low participation areas
- Works in partnership with other organisations to promote safer streets and a greater sense of pride in the community
- Aids the bin collection/recovery process
- Helps to prevent bins from being stolen
- Aesthetically pleasing
- Accommodates all budgets
- All types of commercial labels also available

whose bin is it labels are extremely durable, they do not fade and have been tested and proven to remain in place in all weathers. They can even be applied in icy conditions without detriment to the media or the adhesive.

The WBIT© label system we have developed enables bespoke messaging, allowing households to be targeted in a totally unique way.

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Falcon Centre, Victoria Street, Chadderton, Oldham, Lancashire OL9 0HB United Kingdom

Tel: +44 (0)161 284 6787 Fax: +44 (0)161 284 6787

Email: info@whosebinisit.co.uk www.whosebinisit.co.uk

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... it's not just a label

a unique weatherproof system designed to work for you