

## Fresh Start Waste Services awarded comprehensive waste management contract for Bruntwood

1 year ago



**Fresh Start Waste Services** is proud to announce that it has been awarded the full waste management services contract across the Bruntwood and Bruntwood SciTech property portfolio. This partnership underscores a shared commitment to sustainability and environmental responsibility, reflecting the core values of both companies.

As part of this new contract, Fresh Start will implement a focused recycling program designed to encourage both Bruntwood and Bruntwood SciTech customers to reduce waste output and maximise recycling efforts. Central to this initiative is Fresh Start's use of state-of-the-art split body vehicles, ensuring that waste sorted into separate bins by customers and cleaning staff remains segregated throughout the collection process. This new approach ensures Bruntwood are correctly streaming their waste, meaning significant enhancement of recycling efficiency and outcomes.

In addition to the innovative vehicle technology, Fresh Start has introduced new bins made from non-virgin recycled plastic across the properties. This move not only aligns with the environmental goals of both companies but also represents a significant step towards reducing reliance on virgin materials.

To further streamline and improve waste management services, Fresh Start has rolled out a new QR code system. This system allows Bruntwood and Bruntwood SciTech customers to access the Fresh Start portal quickly and efficiently to report service issues, adjust service frequency, or request additional services. This transparency and ease of communication ensures that any concerns are promptly addressed, enhancing overall customer satisfaction.

Bev Taylor, Director for ESG Strategy at Bruntwood and Bruntwood SciTech commented, “Fresh Start has made the transition to their services seamless. Their commitment to sustainability and transparency is perfectly aligned with our businesses and our Net Zero targets. Knowing that they genuinely recycle all of the waste we produce, and the use of recycled plastic bins is another positive step. The QR code system they’ve introduced makes managing our waste services incredibly convenient. We’re delighted to have Fresh Start on board.”

Sean Martins, Head of Sales and Marketing at Fresh Start, expressed his enthusiasm for the partnership: “Bruntwood and Bruntwood SciTech, as fellow North West based companies, share our focus on improving the environmental credentials of their buildings. We are delighted to work with them on their waste and recycling journey towards net zero. We thank all their teams for embracing our initiatives to support their sustainability goals through real recycling with Fresh Start.”