

## New figures show only 35% SMEs think sustainability is a priority

1 year ago



“Many businesses still mistakenly believe that they have to make a choice between being sustainable and reducing their business costs,” says Jason Smith, Managing Director of [phs Wastekit](#), which supports businesses with sustainable waste management solutions and equipment.

“They don’t understand that by prioritising sustainable waste management processes, they will not only divert waste from landfill and reduce their carbon footprint, but they will also make cost-savings and have money to re-invest back into the business.”

His comments come after the latest figures from the [Natwest Sustainable Business Tracker](#) in January revealed that only 35% of UK SMEs viewed sustainability action as a high priority for 2024, with 60% citing the primary constraint for them achieving greater sustainability as increasing business costs.

“Sustainability and reducing business costs actually go hand-in-hand, so it should be a priority for every business,” added Jason Smith from phs Wastekit. “It’s our responsibility to set benchmarks to drive change and innovate, ensuring a cleaner, healthier planet for generations to come.

“We work with our customers to prioritise sustainable processes to minimise their impact on the environment. We help them to reduce, segregate and divert their waste away from landfill and have money to re-invest back into their business, tackling the issue of rising costs.”

phs Wastekit is one of the UK’s leading suppliers of state-of-the-art baler and compactor machines, which help businesses reduce their impact on landfill and decrease waste collection costs.

Baled cardboard and plastic can also create an additional revenue as bales can be sold to recycling

companies for reuse or resale.

“We understand that our customers’ goals extend beyond the equipment we provide. We strive to help them achieve a sustainable and responsible waste management strategy that aligns seamlessly with their business objectives for long-term success,” added Jason Smith.

With over 35 years of experience, phs Wastekit provides valuable insights and training programmes that enable its customers to prioritise sustainable practices and maximise the benefits of waste management solutions, benefitting both the planet and the business.

“We know that one size does not fit all, so we offer independent bespoke solutions tailored to our customer’s individual waste management needs, to suit their budget. Through our extensive network of waste partners, we help them to achieve a maximum return on investment from their waste. It’s all part of our service because we know it’s the right thing to do.”

[www.phswastekit.co.uk](http://www.phswastekit.co.uk)