



DSG international
bringing life to technology

working with one of Europe's leading names

Greenbank's support helps major retailer stay green

A pledge of total support, even over the crucial festive period, resulted in Greenbank winning a contract with one of Europe's leading specialist electrical retailers.

The benefits of our top care package, which tailors support to the individual needs of each customer, was the deciding factor in persuading DSG international plc (DSGi) to sign a five year contract with Greenbank.

DSGi has multichannel brands and some 700 stores in the UK including Currys, Currys.digital and PC World plus online brands such as Dixons.co.uk and Pixmania.com.

Peace of Mind at all times

It sought flexibility and efficiency from its waste management and recycling provider. Greenbank's Mastercare Plus service is designed to do exactly that – and more.

"We were able to provide DSGi with machines and service back up, before 1pm call out on the same day for busy periods, including over Christmas, and all for one set price," explained Greenbank's CEO, Duncan Evershed.

"We have set up communication lines with the managers at all their UK sites and this availability gave them the peace of mind and reassurance that they needed at all times, including over what is the busiest period for their businesses."

Machinery selected to best meet client needs

Greenbank is contracted to supply, maintain and manage specialist recycling equipment at each of DSGi's 13 distribution centres from Livingston to Plymouth. At the outset, it embarked on a programme to renew 80 percent of the recycling equipment being used at these sites, selecting machinery to best enable the client to segregate and recycle all the packaging materials - including polystyrene, cardboard and polythene - which protect the appliances it sells.

"This was vital to help manage the amount of material involved," said Duncan.

"Obviously this is a major investment on our part but the contract is a huge coup for the company."

"Our success was down to the fact that the package we offered was very flexible and provided a quality solution as well as being pitched at the right cost."

Business opportunities of WEEE Directive

DSGi's Head of Recycling and Re-use, Stewart Potts, said they had proactively recycled for many years but had turned recently-introduced regulations such as the WEEE Directive to their benefit.

"By offering easier, more comprehensive recycling schemes for customers than our competitors, we have turned the obligations into a business and footfall opportunity," he explained.

"The recycling of packaging materials is an important part of the process, and Greenbank's unwavering commitment and flexibility was crucial to their appointment."

Mastercare Plus service

As well as introducing the Mastercare Plus service, Greenbank has further expanded its range of services to include a bespoke design and manufacture service and has appointed an in-house team to produce equipment that can exactly match the individual requirements of clients.

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