

SmartBin

www.smartbin.com



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How is your company connected to the industry?

It may seem like SmartBin's relationship with the Liquid Recycling industry has been brief, since starting operations in 2010, but in truth it began long before then. Right from its conception over 10 years ago, SmartBin has developed with a deliberate intent to transform the way waste liquid is collected. In doing so we wanted to ensure that the collectors who embraced technological advancements are rewarded not only with significant operational

savings but also with recognition for high safety standards, innovation, environmental stewardship and customer service. Over the past 4 years we are proud to have become part of the NORA family, enjoying excellent relationships with many friends and clients alike.



What products/ services does SmartBin provide to the industry?

We provide a remote tank monitoring solution using the latest sensor technology and direct routing software that enables collectors of waste oil & water to significantly reduce their collection costs

and eliminate emergency spills and call-ins. The SmartBin UBi sensor fits easily to any tank and immediately starts reporting it's fill-level (and much more) to the SmartBin platform. Using SmartBin, our clients and their customers know exactly how full each tank is, receive threshold alerts and drivers are sent "optimized routes" to their smartphone, tablet or existing fleet management software. The end result is happy customers, stress free Fleet Managers, and routes that cost far less in fuel and driver hours to service.

What value do you find in NORA Membership?

NORA membership not only reinforces our commitment to improve waste oil collection in North America, it also provides a common ground with which to network and begin relationships throughout the industry. The numerous events provide an opportunity to meet, catch-up with and ultimately demonstrate the innovation of SmartBin's solution face to face with fellow members. We are always impressed by the educational resources and hands on approach of the NORA team and foresee a long and rewarding relationship ahead.

What other ways does NORA membership help SmartBin expand business opportunities?

We find that the NORA Membership Directory not only provides us with

helpful market information but also the contact details which we use to communicate the benefits of SmartBin's solution to members. Most members will have received an informative email from SmartBin or even an UBi sensor stress-ball in the mail! The detailed directory ensures we market only to members who can benefit from our solution, never spamming or contacting members that don't collect waste oil or water.



How have products/services like SmartBin's impacted and changed the industry in the past few years?

The industry has evolved greatly over the past few years without ever relinquishing its heritage or traditions. Collectors remain as customer, employee and community focused as ever which can be rare these days. What smart technologies such as SmartBin's have brought to the industry is the tools to become more sustainable, agile and efficient while improving customer satisfaction.

It is the collectors that are leveraging technology to improve performance and reduce costs that are securing the future of their business and the loyalty of their clients.

Integrated Insurance Programs for the Recycling Industry

For more than 20 years, XL Group's Environmental team has been providing integrated insurance solutions that include

- Property & Casualty coverage
- Pollution coverage, tailored to customer needs
- Specialized risk control and claims management services

You also benefit from our financial strength and stability:

- A (Excellent) by A.M. Best
- A (Strong) by Standard & Poor's
- A2 (Good) by Moody's

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XL Group
Insurance



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