



Landsavers Mattress Recycling

NSW



Business Recycling increases awareness of Landsavers Mattress Recycling

Established in December 2009, Landsavers Mattress Recycling entered into a business niche which has seen impressive results in just over three years. It first became aware of **BusinessRecycling** through a relationship with Konica Minolta and its toner recycling program and hasn't looked back.

Business is thriving and there is widespread positive promotion of Landsavers' services; these are just

two of the ways the online listing has benefited the company.

Online listing boosts business reputation

Since listing on the **BusinessRecycling** website, Landsavers Director Paul Wardale believes the business's reputation within the industry and local service area has been enhanced significantly.

"We recycle mattresses which would normally go straight into landfill for councils as well as individuals within the Hunter Valley and Central Coast region," says Mr Wardale.



Landsavers has recycled over 55,000 mattresses



"In December 2012, we were successful in securing a tender for the Southern Sydney Regional Organisation Councils (SSROC) as a 'Preferred Supplier'. In 2013, Port Stephens and Singleton Shire Councils are also expected to get on board with our recycling program.

"Without a doubt, this increase in business has resulted from the boost in awareness of our service offering online."

Local links promote recycling service

Landsavers has a well-established relationship with local councils including Lake Macquarie, Cessnock and Maitland, which all have links to Landsavers and **BusinessRecycling** on their websites. Since listing on **BusinessRecycling**, Mr Wardale is certain about 30% of customers have found Landsavers through both the **BusinessRecycling** and local council websites.

"**BusinessRecycling** is a great website. It's easy to use, there's a wide variety of information and fantastic services on offer," Mr Wardale explained.

Since the business was established in the Hunter region, Landsavers has recycled in excess of 45,000 mattresses and bases. Its Sydney operation, which only opened in December 2012, has recycled an impressive 10,000 units in this short timeframe. In total, Landsavers has recycled over 55,000 units and has diverted approximately 36,000 cubic meters from landfill – a great result which has been bolstered by **BusinessRecycling**.

Contact

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Paul Wardale
Director
Landsavers Mattress Recycling



Make recycling at work easy! Visit **BusinessRecycling.com.au** to check out reuse and recycling options for around 90 different materials, find out how to choose the right recycler, download signage to help with recycling, and learn what other workplaces are doing to manage waste and improve sustainability.

Foundation Partner



Major Partner



Planet Ark's BusinessRecycling.com.au is a partnership program that has been funded by the NSW Environment Protection Authority, and the Victorian Government.

Promotion Partners



The information included here has been provided to Planet Ark by the named business for the purpose of encouraging other businesses to recycle and 'green' their workplaces. Although we strongly applaud the actions outlined, Planet Ark does not necessarily endorse them or the specific business.

