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.
“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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