

# TOM

## SUCCESS STORIES



# SUCCESS STORY

## BLUE RIBBON FRIED CHICKEN, NYC



TOM moved in to a popular restaurant in Manhattan and instantly made life easier there. "The staff is loving it! Before we were constantly switching bags". Famous for its delicious chicken, the place is open till 2.00 am and TOM does not mind working the late night shift!



**BLUE RIBBON RESTAURANTS, A NEW YORK CITY BASED RESTAURANT GROUP**, presents a fascinating and inspiring concept as each venue has its own individual style and unique menu. Since its inception in 1992, the group has expanded successfully and in 2013 a new addition, the casual eatery Blue Ribbon Fried Chicken, opened in East Village in Manhattan.

### Voted "best fried chicken in the US"

The Chicken dishes and ice cream are on the menu and the specialty is the delicious crispy fried chicken, which has been voted "Best fried chicken in the US" in the Food & Wine Magazine. The restaurant is serving on average 400-500 guests per day and it is open 7 days a week till late night. As it is located in a residential area far from office buildings, the busiest hours are from dinner until 2:00 am.

Understandably, this popular place generates a tremendous amount of garbage and up until a couple of months ago it kept the staff busy switching bags at the trash and recycling point. It was a time-consuming activity, but all that changed when two TOM units moved into the restaurant replacing the traditional set up. Robert Anderson, the general manager, is impressed with the new solution:

**"With the TOM compactors on site, even on a busy day just 1-2 bag switches are sufficient to handle all the trash. Before, we were constantly switching bags! The staff is loving it and the restaurant is much cleaner now."**

### Went from two to one busser at night

To keep the sitting-area orderly, the staff is taking turns to be bussers. The bussers are a part of the hospitality function in the restaurant, socializing with the guests, wiping tables and changing the trash bags.

In New York City, the trash has to be stored indoors at daytime and at Blue Ribbon the bags are brought to a refrigerated garbage room. The room is now less crowded and the significantly reduced number of bags are more

efficient to handle when they are brought outside early in the morning for pick up. The decreased volume also results in reduced garbage collection costs.

**"Before we got TOM, I always had to schedule two bussers for the late night shift. One of them was dedicated to handling the garbage, but now when TOM takes care of that, I just need one busser."**

Robert Anderson, general manager at Blue Ribbon

### No more hassle with glass bottles

Another advantage of installing TOM is to no longer have to deal with glass bottles. Before the soft drinks were served in bottles, but since TOM came Blue Ribbon Fried Chicken has invested in a soda fountain, where the guests pour the beverage into plastic cups, which TOM takes care of after the meal. Mr. Anderson, explains:

**"The fountain of "old style" flavored soft drinks like black cherry, grape and coke is very popular and we sell more drinks than ever. At the same time we do not need to handle glass bottles anymore."**

# SUCCESS STORY

## HMSHOST SCHIPHOL AMSTERDAM AIRPORT, NL



The staff enjoys working with TOM at HMSHost's food court.

After thorough testing, HMSHost chose TOM as a solution to efficiently reduce the waste streams from its operations in the terminals at Amsterdam Airport Schiphol.

**WITH 55 MILLION PASSENGERS A YEAR, AMSTERDAM AIRPORT SCHIPHOL** is one of the busiest airports in the world. It is a truly international environment and not just a place where you wait until your next flight takes off. Schiphol is an Airport City, where the visitors can enjoy art, relaxing moments in the city park, and a wide variety of shops and restaurants.

### Feeling good on the move

HMSHost, with the motto "Feeling good on the move" is a leading provider of catering services for travelers at airports and on motorways worldwide and operates more than 70 food and beverage venues at Schiphol. The outlets vary from self- / and counter- to full service restaurants and several of them are open 24 hours, 365 days a year.

### From 6-7 waste bags to only 1 per day

Naturally, order and cleanliness are essential factors for creating an inviting and comfortable environment for the guests and HMSHost has installed TOM at four locations at Schiphol and more units are on order. TOM is a great concept for airports and especially at quick service outlets there.

**"We have chosen to use TOM after intensive testing. The main reason was to improve our logistics and to reduce the waste flows at the terminals, primarily at locations where we use a lot of disposables."**

Patrick van Geerenstein, Facility Project Manager, HMSHost Schiphol Airport

Another advantage is that much less space for waste is needed in the back office due to the significant volume reduction. Mr. Geerenstein explains that the use of TOM also frees time for other activities for the operational staff.

**"In the old situation the garbage cans had to be emptied six or seven times a day but with TOM just once!"**

Patrick van Geerenstein,  
Facility Project Manager,  
HMSHost Schiphol Airport



TOM at La Place, the popular meeting point

### Sustainability targets

Furthermore, TOM contributes to fulfilling HMSHost's and Amsterdam Airport Schiphol's sustainability targets.

# SUCCESS STORY

## PAIGNTON ZOO

### UK



Paignton Zoo is an Environmental Park with charitable status. It is a popular leisure and tourism attraction, which receives more than 400,000 visitors every year. As you would expect of a site with high visitor footfall, the Zoo has to deal with a higher than average level of food and general waste disposal and as an Environmental Park, the manner and care taken ensuring its waste is dealt with responsibly is of utmost importance to the management team.

#### Wrapped as animals

The TOM is a smart self-contained, automated compactor that has a modern look, which will neatly fit into the smallest spaces and any environment. It has a motion sensor that knows when someone is approaching and automatically opens and closes the bin, which helps to keep it hygienic and easy to use.

The bins can also be completely wrapped in branding. In the case of the Zoo the TOM bins are wrapped as animals, which makes them eye catching.



IN 2014, THE ZOO INTRODUCED FOUR TOM WASTE COMPACTOR BINS to the park. Each bin can hold up to seven times the volume of waste of a conventional bin. The compactor bin reduces the need for bags to be changed by the operational staff as well as reducing the need for storage. One of the main benefits is reducing the number of waste collections to and from the site which has a positive knock

on effect in terms of cost savings and environmental benefits. Peter Morgan, Environmental Officer at Paignton Zoo Environmental Park said "As a charity reducing our overheads is a key concern however, minimising our environmental footprint wherever possible is a key priority for us. The introduction of something as simple as a compactor bin has helped us do that."



**"Our site is neater for their installation and visitors have liked them as well as the restaurant staff, as they feel they can concentrate more on customer service rather than having to constantly empty bins".**

Peter Morgan, Environmental Officer at Paignton Zoo Environmental Park.



The cool and colourful giraffe-TOMs capture the visitors' attention.

# SUCCESS STORY

## RESTOQUICK NETHERLANDS

RestoQuick



Savings from the first unit installed! Restoquick in Eindhoven proves that you do not need to have a large-scale business to benefit from TOM.

**RESTROQUICK IS A QUICK SERVICE FACILITY** with a central location in a busy district of Eindhoven, a city in southern Netherlands. The cafeteria has been serving light meals, snacks and beverages to hungry people on the go since 1977.

It is open during normal business hours and the long line of guests visiting the place naturally generates a lot of waste. The sitting-area is small and does not leave much room for large waste receptacles. Restoquick recently made a significant change in its waste handling system when installing TOM.

### **TOM saves two hours a day**

Before, the cafeteria had two big traditional waste bins in the sitting-area and the staff had to switch bags 6-7 times times a day at each of the stations. As there is no space for storing waste bags on site, the staff had to walk up to a container at the street corner every single time to dispose of the full bag. The walk back and forth took at least 10 minutes, which means that approximately two hours per day were spent unproductively.

Now, Restoquick has one TOM unit installed, supported by two small waste bins, and Robert Couwenberg, the owner of the cafeteria, has registered savings on several levels from day one. Time-saving is one obvious benefit! Thanks to TOM's effective compaction capacity the frequent bag switches are reduced to one occasion per day. Mr. Couwenberg explains:

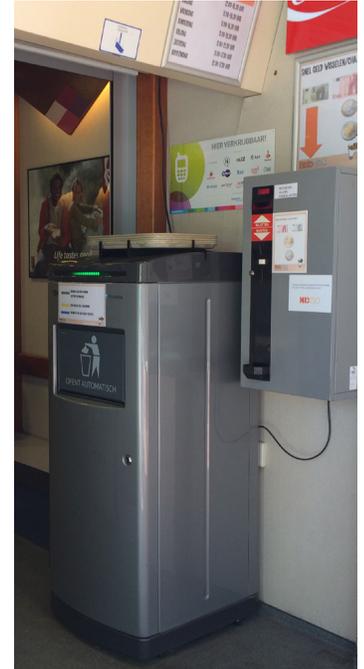
**"It is sufficient to walk to the container once every evening allowing the staff to devote the rest of the time to more productive activities in the business."**

### **Reduced waste management costs**

Due to the volume reduction resulting in a decreasing number of bags, Restoquick has shifted to a smaller waste container and thereby gains a 1200 Euro saving per year in reduced container rental fee and pickup cost.

It proves the point that you do not need to have a large-scale business to benefit from TOM. It helps saving money and other resources also in small operations and from the first unit installed.

Robert Couwenberg is very happy with the savings the new waste handling concept contributed with in his business and appreciates the possibility to rent TOM, as it breaks down the cost on a convenient monthly basis.



*The decision to rent TOM, brings savings to the cafeteria Restoquick in Eindhoven.*

# SUCCESS STORY

## GULF GAS STATION SWEDEN



TOM, wearing the classic light blue and orange Gulf branding, takes care of any litter and keeps the gas station neat and orderly at all times. The owner: "Anything that simplifies work, improves business or increases profitability is welcome here".

**ANDERS LUNDGREN OWNS AND RUNS THE GULF GAS STATION AND CONVENIENCE STORE** in the small town Sävsjö in Sweden. The station was established in the 60s and since 2013 it operates under the Gulf brand. The location, where two main roads cross, is strategic and the convenience store has generous opening hours.

**80 % of the waste is disposed of outdoors**  
In winter the staff in the store attends to on average 800 and in summer 1000-1100 customers per day. Fast food, light snacks and beverages are served over the counter to eager customers on the go and account for a significant part of the turnover.

The automatic waste compactor TOM is a new resident at the station. As 80 % of the waste is disposed of outdoors, TOM sits outside the store close to the entrance and is frequently fed by the customers. TOM was a natural choice. Mr. Lundgren, the owner and manager of this Gulf station explains:

**"I am always keen on new equipment and new solutions! Anything that simplifies work, improves business or increases profitability is welcome here. That is my motto!"**

### A good impression is vital

The main advantage of having TOM on site is that the customers never have to face an overflowing waste bin anymore and there are no papers flying around in the area. A good impression is vital to make people stop and when finding the environment fresh and orderly, they are most likely to return.

TOM's shutter opens automatically, so the customers keep their hands clean when throwing in the waste. Mr. Lundgren states:

**"TOM is ideal for gas stations. It takes care of the waste from the store, the wiping paper from the pumps and it keeps the place neat."**

### TOM sends an SMS to get attention

As TOM compacts the waste, there is plenty of room in the bin. The staff can stay behind the counter in the store instead of worrying about bag switches. TOM is capable of communicating and sends a SMS, when the bag is almost full, so there is no need to check on

TOM on routine. The staff is happy and it is convenient for them to spend less time outside attending to waste bins.



TOM is easy to wrap and this unit wears the classic light blue and orange Gulf colors that attract attention and produce cheerful smiles from many visitors.

**"Thanks to TOM the station looks very modern and we have got a lot of positive response from the customers. They find it totally cool!"**

Anders Lundgren, owner and manager of Sävsjö Gulf Station

# SUCCESS STORY

## LISEBERG SWEDEN



The popular amusement park attracts 3 million visitors per year and the new restaurant complex serves up to 4000 guests a day in the summer. It is hard to find a place with a comparable stream of guests and TOM is ideal for this setting!



**LISEBERG IN GOTHENBURG, SWEDEN**, is the largest amusement park and the leading tourist attraction in Northern Europe. The broad range of rides, games, entertainment on the stage and the beautiful flower park attract 3 million visitors per year!

Liseberg Restaurants AB runs all restaurants, snack bars and ice cream parlors within the park and in preparation for the summer season it has invested in a brand new restaurant complex called "Bergs Salonger" with seats for 360 guests.

### 4000 visitors a day in peak season

In the building Burger King, a sandwich bar and a pancake bakery share the same sitting area, which is furnished as an elegant town house in the early 1900s. It is quick service with style and each room has its own theme; the dining room, the library and the orangery.

Fredrik Löfgren, manager of the fast food division at Liseberg, anticipates up to 4000 visitors per day in peak season in July/August when the restaurant is open 12 hours a day. To be able to handle the waste from all of these guests efficiently, four TOM units have been strategically located in the sitting area indoors and one on the outdoor terrace:

**"The best thing about TOM is the volume reduction that results in less frequent bag switches. Before we had to change bags every 30 minutes and now it is sufficient to do it every two hours.**

**That gives our staff more time for other duties and most importantly, when less bags are hauled through the restaurant, our guests get to enjoy their meals in peace and quiet."**

Fredrik Löfgren, manager of the Liseberg fast food division

### Prevents waste from piling up

The sitting area has recycling points, where TOM takes care of all the non-recyclable waste. TOM suits the hygienic ambitions for the restaurant perfectly. It prevents waste from piling up at the recycling points and maintains the sitting area clean and proper at all times. TOM's automatic touch free shutter keeps both the machine and the hands of the guests clean.

The philosophy is that if the guests find the restaurant spotless when they arrive, it is probable that they leave it in the same condition.

**"That is why we at Liseberg like the concept so much. When the sitting area looks inviting and the guests feel comfortable and have a pleasant experience here, they are likely to return and that means TOM is good for the business."**

Fredrik Löfgren, manager of the Liseberg fast food





### No space for loose waste in the storage

The five units in Bergs Salonger are not the only TOMs at Liseberg. At a different fast food location and in its neighboring ice cream parlor, there are another five. Compared with traditional waste receptacles it is a great advantage that the volume of the waste in the full bags from TOM is already reduced, so that there is no need to compact the bags elsewhere afterwards.

Most important is the volume reduction at the other fast food location up on a hill where the space in the waste storage is very limited. Mr Löfgren comments that no baler would fit in the storage and there is no room for voluminous bags of loose waste.

Liseberg has successfully been using front-end waste compactors of an earlier model from Orwak in the park for several years. They are now also very happy with their new investment in ten units of TOM for the summer season. Mr Löfgren comments that TOM has a beautiful design and more features. The guests, particularly the young ones, are excited about the machines, as something happens; the shutter opens, when they are approaching TOM.

**“This waste handling system is ideal in the fast food and theme park setting, specifically here at Liseberg, where the system is under such high pressure. There are very few places in Scandinavia with a comparable stream of guests.”**

Fredrik Löfgren, manager of the Liseberg fast food division



Source: Liseberg media library

# SUCCESS STORY

## SIBYLLA BETTORP SWEDEN



**TOM makes a difference**, especially in peak hours, and fits right into the concept of this fresh and modern Sibylla fast food restaurant. TOM attracts curiosity from the guests and is even worth the trip!

**SIBYLLA BETTORP IN ÖREBRO** is a franchise fast food restaurant that opened in August 2012. It is strategically located close to the highway to the ski resorts in the Swedish mountains. A lot of ski tourists are passing by during the winter season, but the place is also popular with the campers heading north in summer. The restaurant is furthermore surrounded by an industrial area and has regular lunch guests coming for "today's meal" from companies in the neighborhood.

**TOM handles waste from 400-500 guests**  
Sibylla Bettorp has 64 seats indoors and is open 12 hours a day. One TOM is installed in the sitting area and has sufficient capacity to handle the waste from all 400-500 guests, who are served per day!

Thursdays and weekends are the busiest days in the week and there is a daily peak at lunch time, when hungry guests are lining up at the counter and the staff of 5-6 people are totally devoted to taking orders, frying burgers and serving meals. Then there is no time to think about waste handling. The owner and Sibylla-franchiser, Andreas Wikström, is very positive.

**"TOM is absolutely great. We could not do without him! A new bag lasts from the morning thru rush hours at least until 2 pm. It saves an enormous amount of time, when we are busy serving customers and we would not have enough space for the bags in the storage, if the waste was not compacted."**

### Meets the waste handling needs

The full waste bags are placed in wheelie bins in a tiny storage at the back of the restaurant and are only collected twice a week. Bags of loose waste would never fit and the effective volume reduction of the waste saves valuable space.



A small baler, Orwak 3100, is installed to compact all the cardboard from the goods deliveries coming in three times a week.

Andreas Wikström: "Nowadays, we produce 6 bales in two weeks and have reduced the pickup occasions by 50%. Instead of messy cardboard on the floor, the bales form neat little rows in the storage. The baler is very easy to use and everyone in the staff knows how to operate it.

A small baler behind the scenes for cardboard and TOM as front-end application facing the customers and taking care of their waste is the perfect combination for a fast food restaurant of our size".



### Fits the automatized concept

The restaurant has a fresh design in white and lime green and the sitting area looks very proper and inviting. TOM fits perfectly into the clean and touch free concept of the restaurant; sensor-activated light switches, automatic water taps and hand dryers and the new addition TOM with his completely touch free shutter!

### TOM is worth the trip

Many guests are keen on TOM and one of them even left a fun comment on Sibylla Bettorp's local facebook site: "...It is also worth the trip to Sibylla just to see their super cool waste bin!"



**"It is only natural to keep an absolutely orderly and hygienic environment in the restaurant and TOM is contributing to that."**

Andreas Wikström, owner of Sibylla Bettorp



# SUCCESS STORY

## SIBYLLA BÄRBYLEDEN SWEDEN



TOM, the new buddy at work, is trusted with the waste handling during the busy hours and helps keep the restaurant neat and inviting at all times. Evidently, a great concept for restaurants!

**SIBYLLA BÄRBYLEDEN IN UPPSALA** has 74 seats indoors and serves approximately 500 guests per day. The location is in an industrial area of Uppsala, the fourth largest city in Sweden. The weekly lunch menu with "the special meal of the day" attracts plenty of people working nearby, but Thursday nights and weekends are still the peaks of the week. It generates a lot of lightweight but voluminous waste that quickly fills up a bag.

However, since TOM joined the crew that is not an issue anymore and everyone is very happy with him. There has been no trouble whatsoever and TOM is reliable, always ready to work and can hold a huge amount of waste in one bag:

**"The best thing about TOM is that we can totally trust him to take care of the waste handling during the busiest hours of the day. We put in a fresh bag in the morning just before the restaurant opens and it lasts until late in the afternoon!"**

### TOM is a popular fellow

The staff refers to TOM as "he" and undoubtedly perceives him as the new buddy at work, as he goes by the endearing internal nickname "Tompa". To spread the Christmas spirits among the guests, TOM was even wearing a crown of electric candlesticks during the holidays.

"The guests love him! Children have fun and laugh when the shutter opens automatically and some adults like to observe TOM's functions and think it is an interesting machine", Emilia Forsberg states with a smile.

TOM's best features are the clear indications when the bag is getting full and to switch bags is convenient and goes fast. Emilia Forsberg comments: "The bright lights on the status bar help us to keep track of TOM even from a distance when serving customers at the counter. You do not have to run back and forth just to check the bag like we did with the manual waste bins we had before."

### Smart self-adjusting set-up

When there are no overloaded waste bins, the restaurant looks very neat and inviting.

The smart self-adjusting set-up, which allows TOM to register the number of people passing by and altering the shutter closings and compaction intervals accordingly, is another intriguing and practical feature.



**"TOM is a great concept for restaurants! The volume reduction really makes a difference".**

Emilia Forsberg,  
Sibylla employee

# SUCCESS STORY

## SUPERSANDWICH.COM

### SHELTON, CT, USA



Steve Dolio, the happy owner, next to TOM

The high-volume sandwich shop SuperSandwich.com in Shelton, US, went from 10 garbage bags to only 1 per day when installing TOM. "We love TOM and we could not be happier" sums up the owner's impression of TOM.

#### Made TOM's acquaintance at JFK

SuperSandwich.com in Shelton, Connecticut, is a popular place with delicious sandwiches and salads on the menu. They know what their busy customers want and it is not fast food. SuperSandwich.com serves high-quality food, based on the best ingredients, fast!

The restaurant, located in a shopping mall close to office buildings and a residential area, is serving 300-400 guests a day. Rush hours are mainly between 11.00 am -2.00 pm, when people working in the area have lunch.

A shop like SuperSandwich generates a lot of light-weight waste like napkins, salad bowls and sandwich wrappers, that contains a lot of air and quickly fills up one bag after another. This was a constant and inevitable problem in running a busy restaurant for Steve Dolio, the owner of SuperSandwich.com. However, he happened one day to land at JFK airport in New York, where he came across a number of TOM units installed at various locations there and he got excited.

**"I saw your beautiful machines at JFK, got curious, realized that they compact garbage and decided that I wanted to try the concept in my shop".**



#### One bag lasts the entire day

Soon afterwards, TOM moved into the SuperSandwich.com shop in Shelton and Steve Dolio immediately noticed the difference. Before, they had two traditional garbage cans that had to be emptied constantly:

"It was a mess and waste piled up on the floor, but with TOM in operation we went from 8-10 full bags to just 1 per day! The bag lasts until after closing hours and most of the time it is not even full then, but we change it anyway for hygienic reasons." Bottles and soda cans are collected in a separate box for recycling.

TOM provides numerous benefits to SuperSandwich.com and the staff is happy to work with "him"!

**"We love TOM and we could not be be happier! The shop is cleaner, TOM saves labor time, reduces stress for the staff and people enjoy using him."**

Steve Dolio, the owner of SuperSandwich.com

#### TOM's twin will be the first to move in at the new location

SuperSandwich.com also saves money on the reduced number of bags. Before TOM was installed, a significant amount was spent on consumables.

TOM is reliable and Steve Dolio has only positive experiences with it: "The only time there was a temporary technical issue, SuperSandwich.com got support very fast. A service technician came over and fixed the problem the same afternoon."

In 2016, Steve Dolio will open a new sandwich shop in a second location and he will definitely go for a second TOM too: "I would not think of having it any other way. TOM's twin will absolutely have a place there!"



# ORWAK SOLUTIONS

Orwak develops solutions for sorting and recycling waste materials that improve business efficiency, contribute to a cleaner working and natural environment to provide the best total waste handling economy.

We offer an innovative range of products that promotes sorting at source and make waste management more profitable.

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