

# The Better Bin Company Seventh Year Move

Cleveland Brownlee drops the tailgate on his pickup truck and pulls out a package about two and a half feet square. "This," he says, "holds four and a half tonne of material. People are often surprised by just how much the bin can hold but after they've put a roof full of shingles or an entire kitchen demolition in it, they're hooked. Brownlee grins. Five minutes later the Better Bin is set up and ready to use. Today he's making the first of his bin deliveries at a residence in Old South. The homeowner has a DIY project starting and Brownlee says the Better Bin got the call for several reasons.

"One - convenience, Two - Price and Service and Three - a Better Bin is the BEST choice for our environment." He explains convenience means something different to each customer. "A Better Bin is the perfect choice here because TBBC charges by the bin and weight, not by time. So, the customer has the bin as long as they need it. Then, when it's full and/or ready for pickup they call. We send the truck, lift it, weigh it on-site, empty it and if the job's completed we fold it up and take it away. If they need the bin for longer we just set it down and they are back in business." He describes how The Better Bin works for home clean ups and getting rid of renovation materials. The Better Bin has advantages because it can be placed on driveways, without worry of any surface damage, on the yard, close to a porch or doorway, or even in the garage. "That's an image most people don't think of immediately but it's possible because of our street side pickup system and the strength of the bin's material. Now, when the bin is ready for pick up our driver hooks on and lifts it straight up. The bin travels through the air to the truck where it's emptied.

Reason Two - the price is competitive and the value excellent. TBBC provides quotes and, as you can

**Set up (included with delivery) takes about five minutes and the Better Bin can be safely placed on driveways, lawns - even in the garage.**



Photo site: Westmar Construction ( Rembrandt Homes )



**Cleveland Brownlee, General Manager for TBBC, says homeowners are loving the versatility and strength of the Better Bin. The 'bag' bin holds 4.5 tonne of material from renovations or home clean ups. Widely used by area builders the bin is also taking off with contractors, restoration companies and the DIY crowd.**

see, when the Better Bin is delivered we set it up. We do have builders who set up the bins themselves because they use so many and restoration companies find having a Better Bin or two on hand is a time saver. The nature of their business is quick response for emergency clean ups and being able to set up a disposal bin right away means the job gets done faster.

And Three - the Better Bin reduces energy and fuel use by about 70% for each drop off and pick up and our 'go to' for used material is local recycling facilities. Building and renovation materials are very recyclable. People want to make good environmental choices in all aspects of their lives, and the Better Bin is an excellent choice.

Recent organizational changes within TBBC saw Brownlee taking on the role of General Manager, the establishment of an office administrator and increasing the number of trucks and drivers.

When TBBC launched in 2012, builders quickly embraced the versatility of the bin. Sifton was an early adopter and seven years later the bright green and yellow logo can be found across development

sites for many London based builders.

The market most on the upswing today is homeowner use and TBBC sees the increases coming in neighbourhoods. Brownlee says it's a bit of a domino effect. First one resident uses the bin and then a friend from down the street books one and as more people see them in action the more customers an area has. Again the convenience factor plays a big role here because being able to place the bin safely on a lawn or sidewalk means driveways stay available for personal vehicles. People like to be able to park in their driveways.

Continued expansion appears to be in the cards for TBBC as orders for the durable and versatile bin come in from further afield each day.

Brownlee indicates customers reach now from Kitchener-Waterloo to Grand Bend and everywhere in between. Wide spread use of the bin was the vision of Bill and Jim Graham when they began TBBC. Investment in the engineering, prototypes, design changes and business tweaks has propelled the company to today. Continuing to move forward remains the goal and the TBBC team is ready.



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