

## Document Destruction: A Sustainable Process with Secure Outcomes

Welcome to the second issue of Securing the Future, a periodic e-newsletter from Shred-it, an international document destruction company. In this issue, we'll explore the relationship between business and the environment.

It's no surprise that individuals, communities and governments have all come to realize that our social and economic future depends on our ability to build and sustain a "green" society. Business leaders now view environmentally-sustainable processes as not only the right thing to do, but also good business practice.

In a tough economy, environmental sustainability may take a back seat in business, succumbing to the more immediate needs of creating efficiencies and increasing sales. But as the economy recovers, organizations that have maintained their environmental focus will be one step ahead in building their reputations as socially responsible companies.

Setting goals to become more environmentally friendly does not have to be onerous. There are simple ways to green your operations, while meeting your business objectives, and one of them – shredding and recycling all your organization's confidential waste paper – is the focus of this newsletter.

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### About Shred-it

Shred-it is a world leading information security company providing services that ensure the security and integrity of our customers' private information. The company operates 140 service locations in 16 countries worldwide, servicing over 150,000 global, national and local businesses, including the world's top intelligence and security agencies and more than 500 police forces, 1,500 hospitals, 8,500 bank branches and 1,200 universities and colleges.

To learn more about Shred-it document destruction service, contact us at: [1.800.697.4733](tel:18006974733)

Or visit our website at: [www.shredit.com](http://www.shredit.com)

We'll be happy to hear what you think and what other information security topics you are interested in.

Please email us at: [editor@shredit.com](mailto:editor@shredit.com)

# The Big Picture of Waste Build-Up: An International Perspective

- According to the U.S. Environmental Protection Agency, Americans generated about 254 million tonnes of garbage in 2007 – a number that translates to 4.62 pounds of garbage a day per person. Approximately 54 per cent of garbage ended up in landfills.
- Canadians produced more than 1 tonne of waste per person in 2006, up eight per cent from 2004, according to Statistics Canada. This translates into 35 million tonnes of waste handled by the waste management industry. Of this amount, approximately 22 million tonnes (or 63 per cent) came from non-residential sources.
- In the U.K., based on findings from the Department for Environment, Food and Rural Affairs, Britons produced about 335 million tonnes of waste in 2004 (the most recent year for data collection). This includes nearly 220 million tonnes of controlled wastes from households, commerce and industry (including construction and demolition wastes). Household waste represents only about nine per cent of the total.



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“If you add up these numbers, the overall waste – 624 million tonnes – is equal to 1,700 Empire State Buildings, and much of this amount is non-residential waste created by businesses and industry,” says Michael Skidmore, Chief Security Officer, “This is a truly staggering amount of waste.”

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# Keeping Safe While Being Green



While different organizations have different environmental values, philosophies and practices, many of them recycle paper – one of the easiest and most common ways to improve a company’s environmental performance. However, not all organizations realize that they also have to think about the security of the documents they put into the recycling bins. Paper waste left in recycling bins for pick-up by local municipalities and garbage contractors may leave organizations at risk of security breaches and potentially cause identity theft and fraud.

Without an integrated recycling and security process, even those documents that have been ripped and torn may lead to serious privacy and security problems. Such documents are vulnerable to being mishandled, lost or stolen.

Compromised information, no matter how small, can, in turn, lead to expensive litigation, damaged reputation and a loss of customer trust. Not only is there a more secure way to handle paper waste, but there’s a greener way, too.

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## Document Destruction’s Sustainability Track Record



**Greening its business practices may not be an organization’s primary motive to choose a document destruction service. However, by choosing to work with a professional document destruction provider, companies do improve their environmental record since all high-quality providers include recycling in their services.**

For Shred-it, which has been focusing on environmental sustainability since the company’s inception in 1988, meeting the needs of its customers and helping them reduce their negative environmental footprint has always been a top priority. All the paper Shred-it securely destroys is collected, destroyed, baled in confetti form and then recycled, eventually turning into consumer items, such as paper towels and paper plates.

In fact, when organizations use Shred-it’s document destruction services, they save one tree through the recycling process every time they fill two Shred-it secure document containers with paper. In this way, Shred-it can easily measure how many trees each client is saving annually, helping organizations achieve their environmental goals and reduce their negative environmental impact. The company also gives customers an Environmental Certificate each year, which notes how many trees they have saved.

# Environmental Benefits by the Numbers

The environmental benefits of Shred-it's recycling program goes well beyond saving trees.

## Green Technologies That Keep on Trucking

Shred-it works hard to ensure it is minimizing its impact on the environment in other ways. One of them is making its truck fleet more environmentally friendly through technologies that help reduce emissions and fuel consumption. A critical component of the company's daily operations, Shred-it's truck fleet uses only recyclable, biodegradable hydraulic fluids, and all its truck motors meet or exceed North American, U.K. and European emission regulatory standards.

Greening its fleet is an ongoing process for Shred-it. As part of this evolution, Shred-it has already started piloting smaller, more fuel-efficient trucks and auto shut-down technology to further reduce emissions. A new, fuel-efficient mid-size truck, fitted with auto-down technology, will emit 55 per cent fewer metric tons of CO<sub>2</sub>. Looking towards the future, Shred-it is also exploring hybrid and electric truck opportunities.

### About the hydraulic fluids used in Shred-it's fleet

Shred-it uses ENVIRON MV 32 environmentally-friendly hydraulic fluids in all its vehicles. These fluids have a longer life than vegetable-oil-based alternatives, which decreases the amount of fluids needed over the lifespan of the vehicle.

#### ENVIRON MV 32 fluids are also:

- 20 to 60 per cent biodegradable within 28 days
- Recyclable and can be reclaimed
- Non-toxic (including to water-inhabiting species), non-carcinogenic and low-odour
- Free of heavy metals that contaminate ground and waste waters

### Shred-it recycles

Shred-it recycles more than 520 thousand tonnes of paper each year. That means it saves:

**9.4 million** trees <sup>(i)</sup>

**3.6 billion** gallons of water <sup>(ii)</sup>

**1.4 million** tonnes of carbon dioxide <sup>(iii)</sup>

**31 million** pounds of general air pollution <sup>(iv)</sup>

**522 thousand** cubic meters of landfill space <sup>(v)</sup>

(i) Shred-it experts  
(ii) Earth 911

(iii) Environmental Defense  
(iv) Earth 911

(v) Conservatree

## Environmental Choices, Every Step of the Way

Of course, it doesn't end there. For Shred-it, living its values means that the company is constantly monitoring how its operations affect the environment and continuously looking for ways to reduce its impact on the earth. Even the security containers installed in customers' facilities are built with 100 per cent recycled wood particleboard.

But with all environmental changes made to Shred-it's operations, the company's high security standards continue to be its primary focus. Shred-it's customers get the best of both worlds, protecting their information from being compromised while improving their environmental record.