



## **PRESS PACK**

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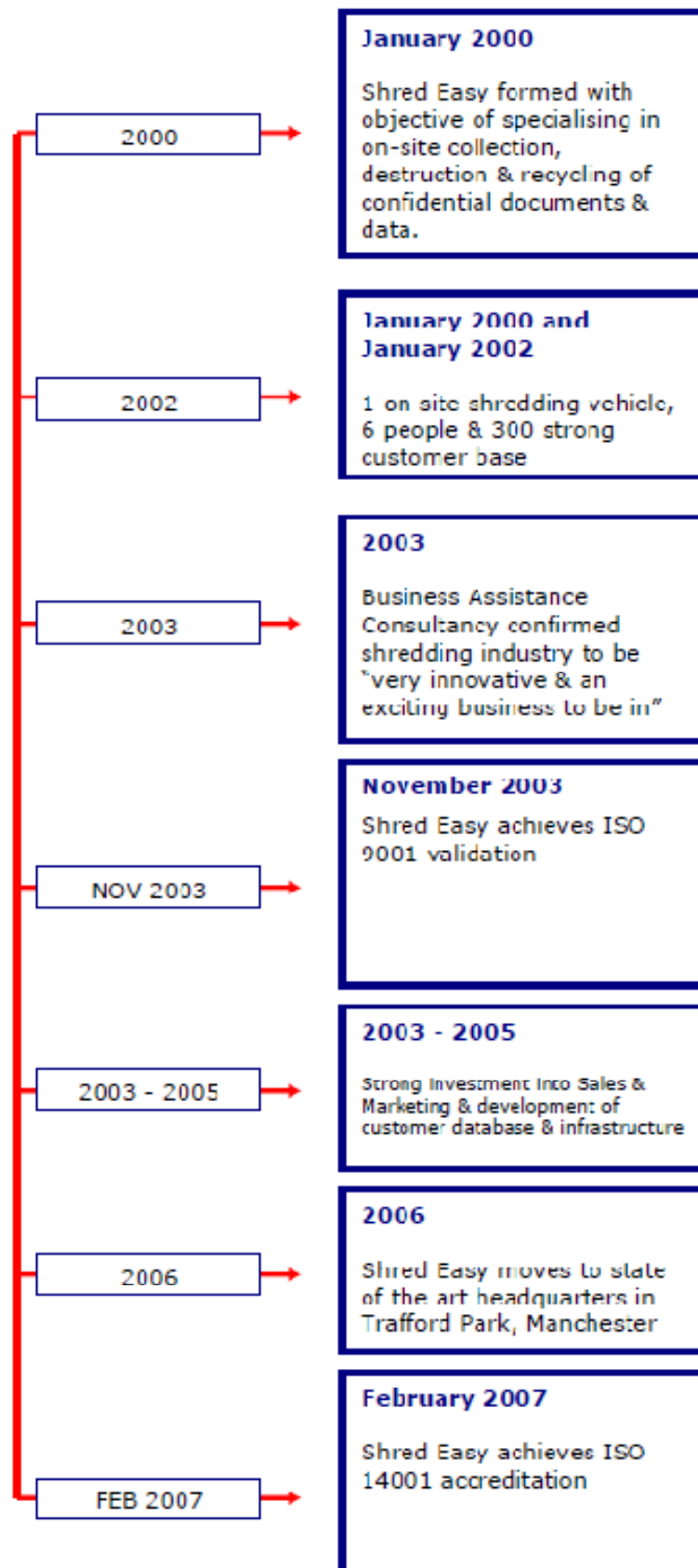
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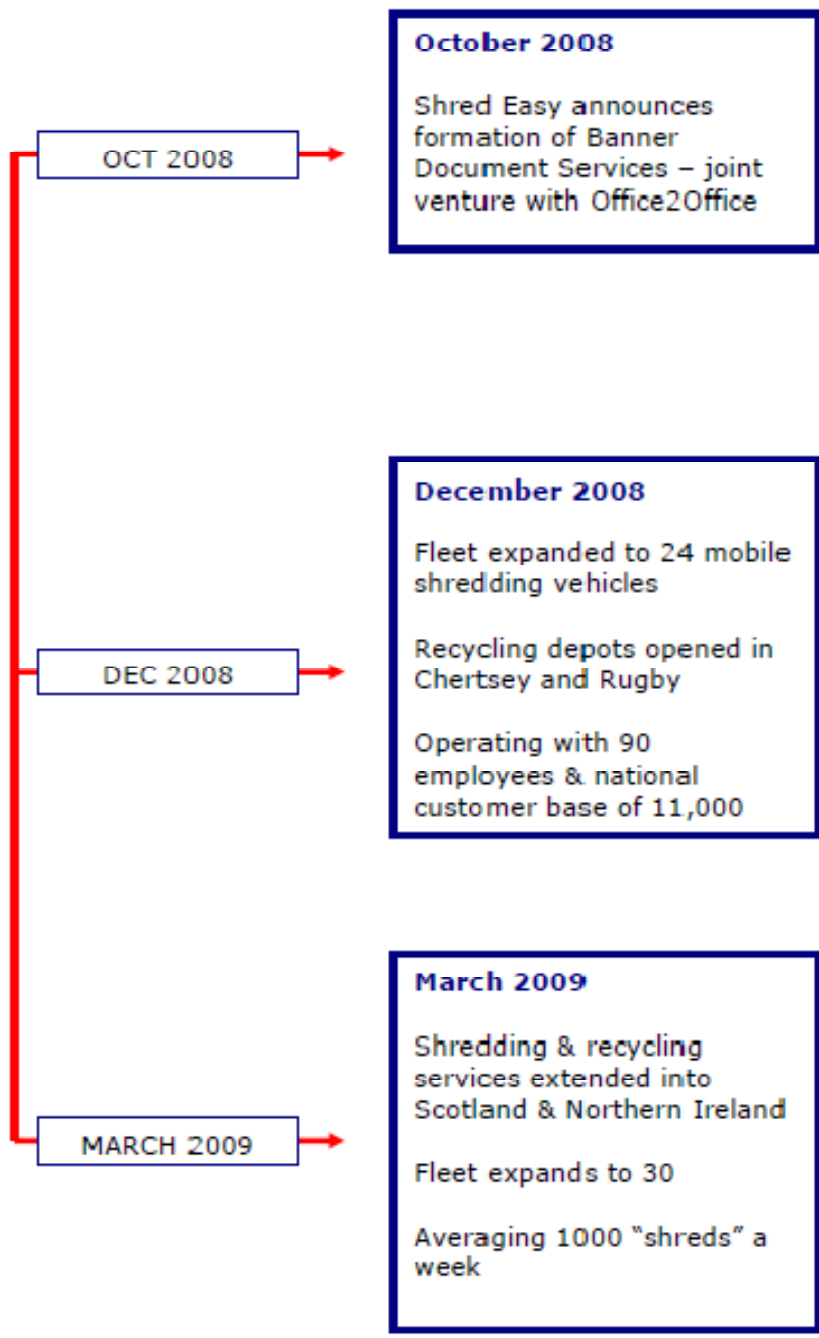
## 1) About Shred Easy

- Shred Easy ([www.shredeasy.com](http://www.shredeasy.com)) is the UK's biggest organically grown confidential document data shredding companies. The company offers secure storage, collection, destruction, shredding and recycling services
- Headquartered in Trafford Park, Greater Manchester, the company employs more than 90 people at eight locations in the UK
- The company completes 1000 'shreds' per week for corporate customers including Marks & Spencer, Kelloggs, major banks and public sector organisations. This number of shreds continues to grow
- Turnover is expected to double in 2010 and the company is on track to create more jobs and grow. More investment in people, property and vehicles is planned for 2009.
- Shred Easy has a fleet of 30 distinctively branded trucks, including the newly launched 'urban shredder' designed to get in and out of towns and cities quickly and efficiently.
- Shred Easy is the only company in the sector to offer a completely sustainable collection-destruction-recycle service and only charges for the amount of material shredded.
- Shred Easy is the greenest company in the sector. The company has a robust environmental policy and aims to recycle 98% of material it destroys and has UKAS ISO 14001 accreditation. A Tree Planting programme and a "Green Routes" policy helps reduce the carbon footprint of its vehicles.

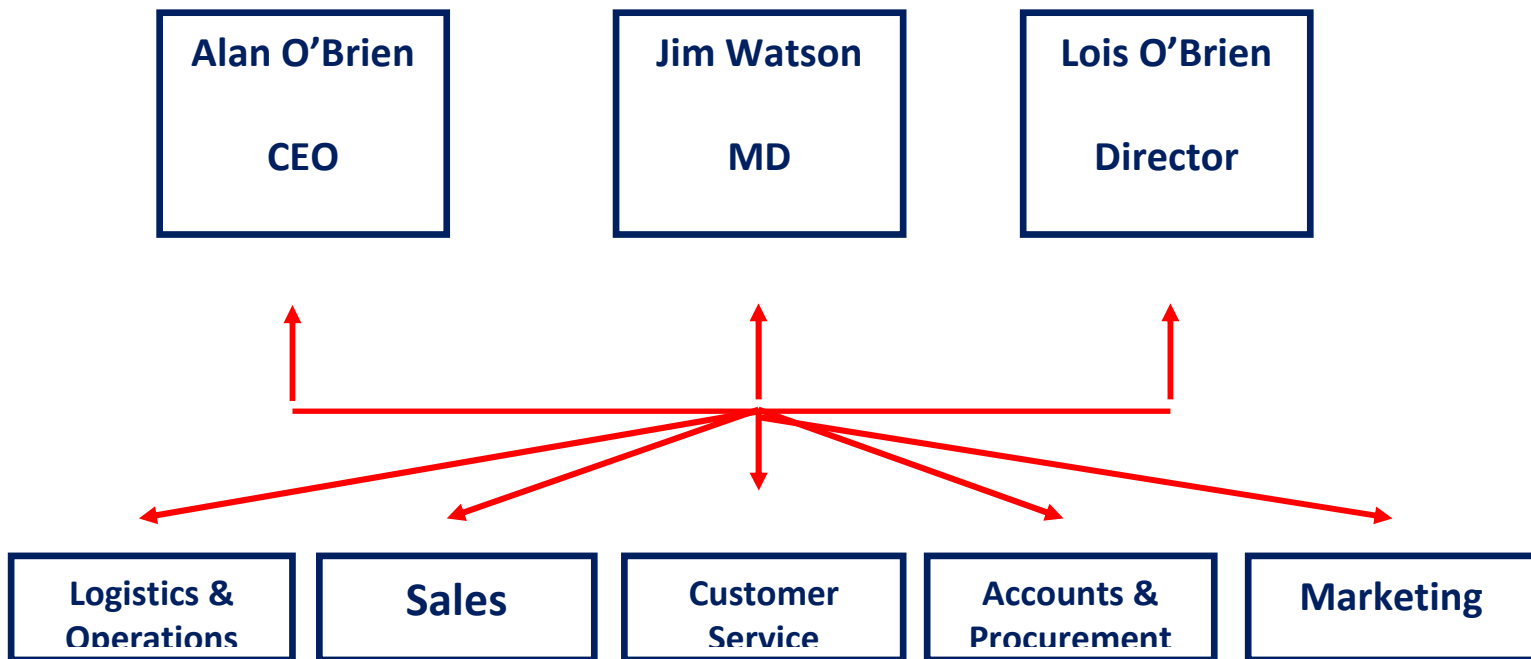
- The company was formed in 1999 and is owned by the two directors Alan O'Brien (CEO) and Jim Watson (Managing Director) and has the ambition of being 'the UK's biggest and best shredding company'.
- **For more information about Shred Easy or to take a ride on one of our trucks and see the SHREDDING process in action – contact our Peter Davies at RMS PR our Manchester PR agency on 0161 927 3131.**

## 2) Company timeline





### 3) Management Team



#### Alan O'Brien - CEO

##### Career

Alan began his career as a Quantity Surveyor before starting his own building business in 1979.

Since then Alan's business and entrepreneurial interests have taken in a wide range of sectors including business to business activities and commercial properties.

Alan entered the shredding market in 1999 with his first mobile shredding vehicle operating out of Manchester.

Shred Easy now operates on a nationwide basis with a fleet of 30 vehicles. 2009 saw the business complete their first shred on the Isle of Wight.

##### Personal

Born in Manchester, Alan now lives in Wilmslow and has a son (15) and daughter (20).

Though a Manchester United supporter, he is also a Manchester City sympathiser as both his close friend and son are City supporters.

His hobbies include a range of sporting and exercise activities including golf, tennis and squash. He also enjoys reading autobiographies about successful business and sports people.

## **Jim Watson - MD**

### **Career**

Having qualified as a CIMA accountant in 1982, Jim relocated to Northampton undertaking a number of Financial Director roles for various medium to large food companies, with turnovers ranging from £36 million to £250 million.

In 1988, he decided to use this expertise to set up his own sales training and development consultancy.

In 1990, Jim worked with Plysu UK as Head of Blowmoulding and was heavily involved in joint recycling initiatives with MK MRF.

Before entering the shredding market in 1998, Jim specialised in turnarounds; fixing and divesting businesses in news media, engineering and plastics.

In 1998, he joined Shred It, and held a number of senior positions finishing as UK and European General Manager, responsible for the business expansion in these regions.

This experience led to him setting up Shred Easy, in Yorkshire.

Jim then joined Alan O'Brien, to build the UK's biggest and best shredding company.

He is currently Managing Director and shareholder of Shred Easy.

### **Personal**

A proud Yorkshire-man, Jim was born and raised in Leeds and continues to be based there.

He is committed Leeds United fan and is anxiously awaiting a return to Premiership football. As well as following Leeds United, Jim enjoys running, playing and watching sport.

Outside Shred Easy, Jim has a keen interest in financial derivatives and trading in UK and US markets.

Maintaining a strong positive attitude to life, Jim regularly attends motivational seminar and is a major fan of Tony Robbins, the world leading performance coach.

#### 4) Our customers

Our customers range from a small and medium sized enterprises to large PLCs and include high street brands. They all have one thing in common; they only trust Shred Easy to destroy their confidential data.

- Police forces / Local Authorities / Government Establishments
- Banks / Financial Institutions
- Legal Practices / Law Courts
- Stockbrokers / Accountancy Practices
- Insurance
- Recruitment Companies
- Publishing
- Media Organisations
- Health Authorities
- Pharmaceutical Companies
- Motor industry
- Utility Companies
- Education and Research Establishments

The logo for M&S, featuring the letters 'M' and 'S' in a grey, sans-serif font, with an ampersand '&' in a light green color between them.The logo for Safe Style UK, featuring the word 'Safe' in a large, bold, red, sans-serif font, 'Style' in a white, cursive script font, and 'UK' in a smaller, white, sans-serif font below it, all set against a red background.The logo for Kellogg's, featuring the word 'Kellogg's' in a red, cursive script font.The logo for Unicom, featuring the word 'Unicom' in a blue, sans-serif font, with a blue swoosh above it, and the website address 'www.switchingon.com' in a smaller, blue, sans-serif font below it.

## 5) Fast facts

- The most recent set of figures from the British Security Industry Association shows a huge increase in the Information Destruction service sector.
- In 2000, when figures were first recorded, the BSIA estimated the market's value at £9 million. In 2006, the most recent review, the market is conservatively estimated to be worth around £40 million in the UK alone.
- Back in 2000, the BSIA Information Destruction function a total of 10 members, currently, there are now just over 30 members, the majority of which registered with the BSIA over the last two and half years.
- The BSIA estimate that in 2006 over 280,500 tonnes of confidential information were destroyed and they are confident figures from 2008 will again show a substantial increase.
- A recent survey by the Association of Chief Police Officers advised that £20 billion is lost through weaknesses exploited in information Security.
- October 2008 saw National Identity Fraud Prevention week publish the following stats:
  - 79% of businesses make no effort to destroy the sensitive material that they throw away or are preparing to recycle
  - And 40% of businesses risk their client's identities by throwing away sensitive customer information without due care which can include home addresses, phone numbers and photocopies of passports
  - 42 per cent of public sector organisations are very concerned with regulatory issues of storing data, more than any other sector surveyed.
  - 31 per cent of UK companies agree that green credentials increasingly influence their decision-making.
  - Only 39 per cent of UK companies have an internal policy for the security of corporate data stored on mobile devices such as PDAs, laptop computers and USB flash drives, far behind the EMEA average of 53 per cent.
  - Only 38% of UK companies have a data protection policy
  - ESG Research recently conducted a project focused on confidential data security. Of the 308 North American and European organisations surveyed, nearly half said, "communicating and training users on confidential data

security policies." However, more than a quarter rated the communication and training of users on confidential data as either "fair" or "poor."

## 6) Story ideas

Shred Easy can feed **expert commentary to journalists** about any of the following issues:

- Confidential data
- Data loss and theft
- Identity fraud
- Information security
- Serious Fraud against businesses
- Destruction of sensitive data
- Data Protection Act
- High profile losses of data
- Recycling confidential information

If you want **quick, expert comment** on any of these issues – or want to interview the senior management team of **Shred Easy** contact Peter Davies or Ruth Shearn in our PR team **now** on:

**0161 927 3131**

Story ideas **Shred Easy** can develop for your publication:

- dangers of data theft
- how to prevent fraudsters
- are competitors sifting through your data?
- case studies of data loss
- case studies of good practice from small and large organisations
- who is most at risk
- research on the industry
- Shred Easy – the business story
- Shredding – the recession proof sector