

## Newsletter n°37 2015

01  
INFORMATION [p.2](#)

02  
MARKETS [p.4](#)

03  
EVENTS [p.12](#)

03  
NEWS [p.14](#)

04  
PRODUCTS [p.16](#)

05  
HUMAN RESOURCES [p.18](#)

# >> 01 | Information

## CONTENUR

### CONTENUR launches a new identity as a leader in Integrated waste containerisation systems

CONTENUR: a leading multinational provider of integrated solutions for urban containerisation has unveiled its new corporate identity.

The new logo has evolved from being based around the company's industrial identity to an image more closely related to the urban environment.

The new image transmits the company's core values: innovation, quality, reliability, high standards of service and professionalism, flexibility and integration with the urban environment.

In recent years, CONTENUR has positioned itself as the third largest European company in the sector and expanded into Latin America and Africa as part of an international strategy that also includes plans to enter the Asian market to take advantage of the high potential for growth.

CONTENUR's growth has been delivered in parallel to its development of innovative products and services adapted to meet the needs of cities. The company's latest developments apply cutting-edge innovation to its products, such as access and monitoring elements and systems to promote recycling.



# CONTENUR

### Aspects of the new identity

CONTENUR has worked to design a logo that reflects the company's positioning as a brand that is in tune with the urban environment and provides integrated solutions, with a firm commitment to contribute value and reflect some of the attributes by which it is defined, such as quality, reliability, strength and durability.

The logo is based on the company's name, allowing it to draw on over 30 years of experience in the market. The letter U is used as a representation of a container, together with four circles that represent different types of waste.

CONTENUR has also carried out a full review of its communications strategy, ensuring innovation is at the heart of all tools launched onto the market, the clearest example of which is their new website.





# >> 02 | Market NEWS



## New side-loading contract in Marseilles

In recent years, the world's biggest cities have experienced a major transformation.

The eruption of new technologies has placed the public at the heart of decisions taken by councils. Some cities, such as Marseilles, are evolving to deliver more effective, efficient and sustainable services.

To help meet its target to reduce the percentage of waste, Marseilles has awarded CONTENUR a contract for the installation of new 2,200 and 3,200 L side-loading containers for the selective collection of organic waste, glass and paper, plastics, in addition to a segregation for the joint recycling of plastics and paper. The containers have been manufactured in specific colours chosen by the city.

## Interview

### Head of the Cleaning in Marseilles

CONTENUR has been chosen to install 200 side-loading containers in Marseilles. The city is the second largest urban community in France and home to 18 municipalities with a population of over one million.

We were fortunate enough to talk to Fabrice Bardisa, Head of Cleaning for the Marseilles Metropolitan Province, whose responsibilities include the collection of waste and cleaning the beaches.



Fabrice Bardisa, during his interview with CONTENUR

### CONTENUR: What's driving this change in Marseilles?

Fabrice Bardisa: Residents were becoming extremely annoyed about the cleanliness of the streets. We were looking for a solution and high-volume containers were perfect. We received a visit from a supplier who showed us the container model that is currently used in another district. We were particularly interested in the side-loading model.

We decided to trial the containers, which were extremely well received. The new president was keen for us to roll them out as quickly as possible and complete the testing. We had previously installed five containers in the lower part of the city. This meant that we had to choose between various distributors to complete the project and in the end we settled on CONTENUR.

### C: Can you tell us more about how users and technical staff have reacted to the side-loading container?

F.B: Technical staff find the containers easier to unload than others and the residents who have had small containers replaced by high-volume ones have noted that the surrounding area is significantly cleaner.

What's more, the homogeneity of domestic waste will allow us to make a significant improvement in our targets for collection and recycling.

### C: What are your current targets for waste?

F.B.: At present, our main goal is to deliver a 7% reduction in domestic waste by 2016.

### C: Many groups are saying that if Marseilles can do it, everyone else can too...

F.B: We are signed up to the French national cleaning plan and cited as an example of a municipality that is changing and moving in the right direction, much like Barcelona in the 1990s. Nowadays, cleaning and waste collection are important factors in any project. The city's residents have not made sufficient progress when it comes to the European targets, but Marseilles is changing.



## >> Activity in Brazil

### Contemar installs a new underground container system in Rio de Janeiro

The new underground containers in Rio de Janeiro are already operating. The new waste collection system was installed in the municipality of Barra Mansa, a popular district for restaurants and shops.

Residents of the district were becoming concerned about the volume of waste accumulating in the streets and have been working together to remedy the situation. The idea of waste selection and classification is gaining ground among local residents who are recycling more and more.



### Contemar Ambiental opens a new subsidiary in Indaiatuba

To improve services in the region of São Paulo, where most of Contemar's service contracts are located, the Brazilian company has opened a new subsidiary in the region of Indaiatuba, where it provides maintenance for around 15,000 containers. Of particular importance is the pre-wash and maintenance service that will be carried out in the city of Campinas, one of the biggest in Brazil and home to the largest fleet of containers in the area.

The launch of this new service subsidiary will allow Contemar to provide a quicker and more efficient service for new contracts in the area.



### Positive assessment of Contemar Ambiental in Campinas

Campinas, one of Brazil's biggest cities and the site of Contemar's container cleaning and maintenance services, has backed the Brazilian company's work in the area.

Contemar carried out a survey to evaluate the satisfaction of residents of Campinas with the container cleaning and maintenance service. The results show the quality of the company's work in the city, with 95% of those surveyed in favour of the container-based waste collection service and 97% stating that waste containers improve the service. It is also the highest evaluated public service, with a satisfaction level of 96%, compared to 71% for the cleaning of streets, plazas and public areas.



### CONTENUR's first sales in Singapore

CONTENUR, a leading provider of integrated containerisation systems for municipal solid waste, is now open for business in Singapore, with the sale of its first containers. This marks the first step in the company's growth strategy for the region, to be followed by opening a sales office in the country and the start of activity in other countries in the area such as Thailand and Malaysia.

Singapore, home to the world's second-largest seaport, is regarded as the nerve centre of Asia, one of the world's highest-potential regions and which plays a major role in CONTENUR's international development strategy. The company that has received the containers will be installing them throughout the Asian region.

### CONTENUR strengthens its position in Hungary

Various cities in Hungary have chosen CONTENUR containers for their containerisation processes. In the north of the country, the city of Salgótarján, capital of the County of Nógrád, has opted for the standard curved lid/roll top 1,100 L container. The same model has been chosen by the city of Tatabánya, the largest municipality in the County of Komárom-Esztergom, located 60 km from the capital of Budapest.

Furthermore, the city of Tokaj, in the north-east of the country, famous for its wine production has selected our 120 L models. The city has also become the first in Eastern Europe to install CONTENUR underground containers. All this makes Hungary an important strategic country for CONTENUR in the Eastern European market.





## New contracts in Lithuania

CONTENUR has been awarded new contracts to supply containers throughout Lithuania.

Standard 240 L containers have been supplied in the city of Anykščiai in the east of the country and 120 and 240 L models have been chosen to complete the container fleet in the city of Akmene in the north-west, the administrative capital of the region of Naujoji Akmene.

Finally, the city of Klaipeda, located on the Baltic coast, has also become the first city in Lithuania to opt for CONTENUR crane-lift underground containers.

The end client is the University of Klaipeda, which was attracted by the design of this container system, which is perfect for the campus and fits the modern image the university is seeking to project.

## CONTENUR in Gabon

The export department has taken a further step in the international expansion of CONTENUR's sales with the supply of new containers to Gabon in west central Africa.

The company's containers have been chosen for the city of Libreville, the country's capital.

The 1,100 L containers with curved lid/roll top and inner lid will be supplied alongside the 120 and 240 L models and the DIN litter bin.

CONTENUR's presence in Gabon forms part of its strategy for international expansion, growth and customer outreach, which has been in place for many years.



## Presence in Germany

CONTENUR won the European tender for waste management operations in the district of Esslingen. The district of Esslingen is located in Baden-Wurtemberg and forms part of the Stuttgart region. It has 44 municipalities and a population of around 512,000.

After supplying 120 and 240 L containers in 2014, CONTENUR Deutschland has once again won the tender for the supply of two- and four-wheeled containers. The installation of 120, 240 and 1,100 L containers, complete with inner lid, will take place throughout 2015, 2016 and 2017.



## Activity in Chile

The municipality of Quinta Normal in the province of Santiago de Chile has chosen CONTENUR containers to begin its containerisation process.

The authorities have chosen the 120 L container, although 240, 360 and 1,100 L models have also been supplied.

The municipality has also opted to provide recycling containers to raise awareness among residents of the benefits of recycling within the community, with a view to extending the program to the remainder of the Chilean province.



## >> Recycla system

### CONTENUR unveils a new range of side-loading containers alongside the Recycla system in Portugal

The presentation took place in the Lipor auditorium in Baguim do Monte in the north of the country.



The Recycla system uses cutting-edge waste collection technology that allows local councils, service companies and the public to benefit from increased control over recycling, with a cheaper and more efficient management system.

The city of Sintra, through the Municipal Public Hygiene Company of Sintra (HPEM), has become the first municipality to use this new technology in Portugal, delivering a 40% increase in selective collection levels, as highlighted by the former president of the HPEM board, Rui Caetano.

CONTENUR's Sales Manager for West Europe, Lorenzo Fernández, explained to technical staff at the municipality that smart waste management is the main feature of the Recycla project, whose main objective is to help municipalities achieve the EU's 2020 targets, which include increasing the rate of recycling from 30% to 50%.

## >> New contracts in Spain

### Side-loading containers in Pamplona

CONTENUR has been awarded the contract to supply 2,650 side-loading containers for organic waste collection in the community of Pamplona.

The municipality was created in 1982 as the Municipal Community of Waters of the District of Pamplona by the regional council of Navarra, the council of Pamplona and a number of local corporations in the Pamplona region to provide solutions to problems related to municipal services.

The community, which decided to implement this fifth type of segregation via its rear-loading containers a number of years ago, has been moving toward side-loading collection to provide Pamplona's 350,000 residents access to voluntary selective collection of organic waste.

The initiative targets large-scale producers of organic waste, in addition to the general public. Residents who opt to take part in the scheme will be given a key that allows them to deposit organic waste in any of the 2,650 specific 2,200 L containers. The implementation is due to be completed in February 2016.





## >> Accessibility in Palencia

In Palencia, 15 communities have said yes to upgrading their fleet of containers and CONTENUR has been chosen to provide 800 L accessible containers.

At the end of last year, the Council of Palencia announced its commitment to improve the collection and management of municipal solid waste. According to environmental councillor Mario Granda, the council “has a significant level of awareness of the issue and one of its priority objectives is to improve the environmental quality of our province and meet the needs of the community presidents and mayors to improve waste collection”.



## >> Maintenance in Cordoba

CONTENUR has been awarded the maintenance contract for the children's playground areas in the city of Córdoba

With a minimum cleaning frequency of three times per week in each area, CONTENUR-Recolte employs the latest machinery for this work, which also respects the environment. Furthermore, 75% of the personnel employed for this work are at risk of social exclusion.

In addition to carrying out the cleaning of the 2,700,000 square metres of green belts and children's playgrounds, the successful company is also responsible for the 165 games areas and 12 cardio-healthy installations in the city.



## >> Inclusive playgrounds in Coslada

CONTENUR has executed the installation of a new children's inclusive playground area located near La Rambla Lake in the municipality district of COSLADA.

The construction of this new area, the first of its type in the municipality, was made possible thanks to the joint efforts of the Council for Social Services, Families and Elderly People, the Environmental Council and CONTENUR.

The Town Hall emphasised that the “main goal of the operation was to produce a playground space with inclusive areas for all children including those with special needs”.



## >> New contracts for side-loading containers in Arcos de la Frontera and Santa Pola

Through Fomento de Construcciones y Contratas, FCC, CONTENUR has supplied new side-loading models with capacities of 3,200 and 2,200 litres for the plastic, paper, cardboard and SUW fractions in the city of Arcos de la Frontera in the province of Cadiz.

This model has a more up-to-date appearance than the present ones and it is perfectly adapted to the city landscape. It should be mentioned that the waste input opening is at a distance of 1180 mm, which allows it to be used by people with some disabilities. Jorge Gutierrez, CONTENUR's Sales Manager for Spain, stated during the presentation of the containers in the city that the new models are “more hard-wearing, they adapt perfectly to the city and they have been created to minimise environmental impact”.



Side-loading F model



Side-loading D model

The town of Santa Pola in Alicante has recently replaced all its metal containers with CONTENUR's 3,200 D side-loading model. Both Urbaser, the company in charge of the town's waste removal and cleaning service, and the town council decided that CONTENUR's side-loading model was the one best adapted to the town's new appearance, as well as being easier to use by citizens.

At the official presentation of the new containers the manager of Urbaser, Alberto Bleda emphasised some of the advantages of the new containers, which are “not affected by any rusting caused by salinity, therefore their useful life increases and any noise problems arising when throwing waste away are eliminated, since when the lid closes, both parts are made from plastic and it causes less noise”.



### Huelva and Ferrovial opt for the latest-generation CONTENUR containers

The 1100 TC model with inner lid has been chosen for the city centre and pedestrian areas. The model will be supplied in grey colours to blend in with the city. The use of a curved lid allows the city of Huelva to ensure the container remains closed, keeping waste out of sight and preventing the build-up of odours.

The old columns of the city centre's underground containers will also be replaced by new CONTENUR Europa models. With a high-density polyethylene covering and an internal stainless steel mechanism, the containers will help the city project a more modern image.

Side-loading containers have been chosen for collection in the rest of the city, with segregations for plastics and paper, as well as a new segregation for other waste, representing a step forward for Huelva when it comes to municipal solid waste collection. The new C3200 F model has been chosen for the three different types of segregation. A total of over 1,800 units will be delivered, starting February 2015.

The colours have been customised for the Colombian city, which has opted for a dark grey body and a light grey lid, using different colours on the side strips and openings to distinguish between different types of waste (yellow for plastics, blue for paper and grey for municipal solid waste), helping create the modern and innovative image desired by the city.





### New accessible containers installed in Vitoria

The City Council of Vitoria, along with FCC, the company in charge of the cleaning service of the Basque city, have been commissioned to replace all the present containers in the city with CONTENUR's accessible side-loading model.

Currently, the City Council of Vitoria manages approximately 750 containers for collecting paper and cardboard; 750 for collecting plastics and around 1,500 for other urban waste. Last summer, the services and cleaning company FCC, undertook to "replace all its containers over the next eight years" after winning the municipal tender to manage the cleaning and waste collection contract for the city, along with the company from Bilbao, GMSM.

The Councillor for the Environment, Borja Belandia, explained that the new container model that is going to be installed in the city "guarantees accessibility and facilitates the throwing away of waste by people with some disability, but also by the rest of society. We are going to distribute these new containers intelligently, attempting to position them in strategically chosen places in order to ensure that anyone with mobility problems has an adapted one nearby. The government, the Waste Collection service and the contracted company are all working together on this idea".

12

## >> 03 Events

### CONTENUR

### CONTENUR at the 23rd Technical Seminars by ANEPMA

CONTENUR took part in the 23rd Environmental Technical Seminars organised by ANEPMA, (National Association of Public Environmental Companies) in Algeciras, with a stand where they talked to clients about the RECYCLA system.

The seminars, which were held on the 18th, 19th and 20th of November at el Campo de Gibraltar, were successful, both regarding participation and visitors. During the first day, the debate about the Government Waste Management Framework Plan (PEMAR) and the cost of the public services completely took up the seminar.

The second day had a marked international feel to it, with accounts by professionals from the sector from different European countries. The closing debate focussed on social responsibility and sustainability within national and international frameworks.

For three days Algeciras became the focal point for the public services and waste management sector, where CONTENUR took an active part.



### CONTENUR takes part in MUNICIPALIA 2015

CONTENUR, a multinational leader in integrated containerisation solutions for cities took part in the biennial Municipalia trade fair at the Lleida trade centre from 13 to 16 October, occupying stand 404 inside pavilion 4. The event was a resounding success and a large number of customers visited the stand.

The emphasis was on presenting the innovative Recycla System as a new concept in urban waste management. The Recycla system uses cutting-edge waste collection technology that allows local councils, service companies and the public to benefit from increased control over recycling, with a cheaper and more efficient management system to facilitate compliance with EU standards.

13

### CONTENUR took part in the POLECO System 2015 trade fair

Last October, CONTENUR POLSKA took part in the POLECOSystem trade fair that is held every year in the Polish city of Poznan. This edition took place from the 27th to the 30th of October and it was an excellent opportunity for meeting with the main clients and presenting the new products manufactured at the production centre of Mielec, a city that is located in Southern Poland. Clients could see the high quality of the four-wheeled containers and they gave a very positive valuation to the wide range of products manufactured by CONTENUR.

Poleco System is the country's most important international trade fair on the subject of Environmental protection, with an increasing number of foreign visitors and participants. At this edition, the trade fair occupied around 26 thousand square metres, divided up amongst over 520 exhibitors, who displayed their latest developments on the subject of environmental protection and sustainable development.





# >> 04 News

## CONTENUR



14

### CONTENUR signs its first equality plan

The equality plan consists of a structured set of measures arising from a diagnostic exercise that aim to promote equality of treatment and opportunities between women and men and eliminate sexual discrimination.

The plan sets specific targets to achieve equality, together with strategies and practices to be adopted to meet them, and establishes effective monitoring and evaluation systems.

CONTENUR's first plan includes a series of areas for action, focused on the commitment to equality between women and men, access, recruitment, professional classification, training, promotion and professional

development, work-life balance, and a specific section on preventing occupational, psychological and/or sexual harassment.

The plan also proposes measures for positive action to achieve these targets and a monitoring programme has been designed with annual reviews to evaluate the scope of the measures and define the strategy for each year.

The plan will be in force until 2017 and has been signed by the CONTENUR CEO Íñigo Querejeta and the Secretary General of the UGT Federation of Industry and Agricultural Workers, Susana Dussailant.

“ The plan aims to guarantee real and effective equality of opportunities between men and women at CONTENUR ”



15

### CONTENUR wins a prize for innovation

The magazine Actualidad Económica has awarded its annual prizes for the 100 best ideas, aiming to recognise companies and businesses that launch products and services in which innovation is a key factor on the Spanish market.

The prize ceremony for the 100 best ideas took place on 14 May at the Ritz in Madrid. Prizes were awarded to small businesses and start-ups that rely on innovation to differentiate their businesses, as well as multinationals.

The prize was collected by CONTENUR's Sales Manager for Spain, Jorge Gutierrez Molina.

CONTENUR received a prize for the development of its containers with SMART elements to improve waste management.

The ceremony, which is taking place for the 37th year was presided over by the magazine's editor, Miguel Ángel Belloso, who has highlighted the importance of entrepreneurship and innovation in economic development.

A total of five companies were backed by the panel for innovation: Eroski, IDPSA Engineering & Robotics, Ipsos España, Ofita, and CONTENUR, for its intelligent containers.





# >> 05 PRODUCTS

## NEWS



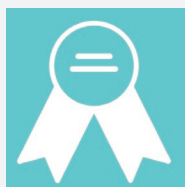
16

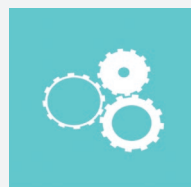
### New 80 and 180 L rear-loading containers

CONTENUR has launched two new rear-loading containers, the C80 model with an 80 L capacity and a rated load of 32 kg, and the C180, with a capacity of 180 L and a rated load of 72 kg.

The two new containers complete the two-wheeled family, which offers a range of volumes to meet the needs of the market.

#### PRODUCT FEATURES

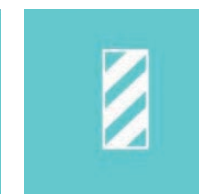
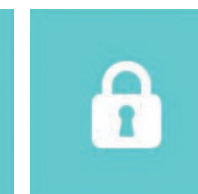

**QUALITY**

**ERGONOMICS**

**FUNCTIONALITY**

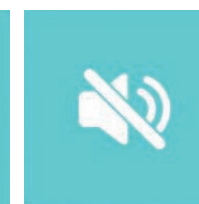

### >> Equipment for all needs



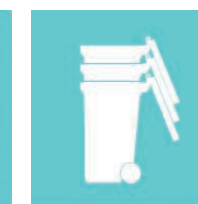
Numbering


 Reflective  
strips


Lock


 Electronic  
chip


Sound-proofing



Stackable

### >> Technical features

Injection moulded in solid-coloured, high-density polyethylene, which has been stabilised against the combined effects of UV radiation and water.

It is produced using environmentally-friendly, recyclable materials.

No heavy metals in the pigments used for manufacture.

Different versions for the different types of selective collection: paper and cardboard, glass, plastics, organic.

DIN lifting system.

Additional features:

Space on the body and lid for customisation.

CE marking with sound power level shown in accordance with EU Directive 2000/14/EC (79 dB).

Product Approval Certificate awarded by TÜV Product Service GmbH in accordance with European Standard EN 840: 2012 and the RAL-GZ 951/1: 2013 specification.

17



# >> 06 Human Resources

## NEW ADDITIONS

### Alejandro Barrio

CONTENUR has a new service manager for the north of Spain. Alejandro has a technical engineering degree in Public Works, specialising in Civil Construction, in addition to considerable experience in environmental service companies.



### Gabriel Grabowski

Gabriel joins CONTENUR as Sales Manager for Poland. An environmental engineer with postgraduate studies in financial analysis and sales management, Gabriel has extensive experience as a B2B sales manager at multinational companies.



### Raúl Américo

Raúl joins CONTENUR as Sales Manager for the Asian market. With a degree in Sales Management and Marketing, he has considerable professional experience in the Asian market, where he has worked for the majority of his career.



### Delphine Peragut

Delphine joins CONTENUR France as Sales Manager. She brings extensive experience of the plastics transformation sector and excellent knowledge of the contract process for local governments and services companies in France.



### María Retamero

María joins CONTENUR as manager of the Qube product. She brings with her a wealth of experience working in multinational environments and managing product development projects.



### Juan Manuel Horcas

CONTENUR has a new Service Manager at its Córdoba office. Juan has a technical engineering degree in Public Works, specialising in Civil Construction, in addition to considerable experience in service companies.



### Susana Díez

CONTENUR has a new Marketing and Communications Manager. Susana holds a diploma in Business Administration and Management, as well as Masters in Marketing Management. She has more than ten years of experience managing marketing and communications at multinational companies.



### Elena Jañez

New Quality and Environmental Manager for the CONTENUR Group. Elena holds a degree in Chemistry, an Executive MBA and a Masters In Quality Management and Occupational Risk Prevention. She has over 15 years of experience working in quality in multinational environments.



### Daniel Calvo

Daniel joins the CONTENUR Group as Purchasing Manager. With a degree in Business Sciences, Daniel has considerable experience as a purchasing manager in multinational companies in the high-consumption sector.







[www.contenur.com](http://www.contenur.com)