

Interview with Jorge Gutiérrez, Commercial Director Spain & Italy in **CONTENUR**



- What does CONTENUR base its lines of action on to be in the position of being the Spanish market leader and a benchmark in the market?

J: We have been the protagonists of the containerisation phenomenon in Spain for the last 30 years. We have become one of the benchmark companies for City Councils and Service Companies within the solid waste sector. Our clients highlight our seriousness, reliability and ability to adapt to the needs presented to them. We like that and thank our clients who not only consider us as a supplier. We work together to find the most suitable solution at all times. Lately, there has been a greater demand in the market for elements, processes or accessory services to what a product is. The impact on the environment, the customisation of products, adaptation of technologies, etc. All these elements are currently being demanded, and **CONTENUR** works every day to adapt and cover real needs. This is one of

the points that our clients value most.

If we say yes to these needs, they are sure that we will achieve this in a timely manner. We must not forget quality. All our processes and products are audited. The implementation of a **CONTENUR** container is a service guarantee and something that our clients convey to us. Since it was established in 1984, **CONTENUR** has been committed to producing products and services designed to improve urban waste management, adopting a critical role in the containerisation process in Spain, and today we are the benchmark within the demanding Spanish market.

- OVAL is the new CONTENUR side-loading container model. What points would you highlight and what added value does it offer?

J: OVAL is a product designed to complete those areas of improvement that users conveyed to us and that we saw in existing products (ours and other manufacturers).

We have worked on integrating containers on public roads and in any environment with a total height of 1600 mm, and maintaining the height and depth of the two available capacities (2000 and 3000 litres), which does not represent a visual obstacle and allows complete visibility of the road and vehicles. The homogeneity of the islands is another reality. The container has a lower visual impact, and has now become an element of urban furniture, where the design takes on great importance.

Ease of use and ergonomics are other strengths. Low effort pedals. Waste deposit height below 1200 mm. Marking with reliefs. All these points make us have a 100% accessible product, certified externally. All the elements of the container have been tested by “ordinary” users for a true evaluation of them.

It is also designed for the service company. Minimum maintenance, low number of parts. There is no need to add reinforcements to maintain the firmness of the equipment. The interior walls are smooth with an extra polished finish, which makes it easier to clean and empty the container and prevents debris remaining after emptying.

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The environmental impact both in manufacturing and at the end of its useful life has been taken into account. Designed with the Ecodesign criteria and certifications, obtaining a 100% recyclable product.

Our client wants and is demanding a personalised product. Large surfaces to be able to make an exclusive product, both in terms of colours and customisation.

Finally, and due to the need to incorporate “smart” elements in the container, it is designed to be able to integrate them (user control, sensors, electronic locks) in an easy and fast way. OVAL container models 3000 and 2000 are designed with the idea of being able to provide them with user recognition systems, with data collection. For this reason, the body and lids have been adapted to be able to easily and simply incorporate all types of electronic locks currently available in the market. In this way, it allows the use of radio frequency, GPRS and/or Bluetooth systems.

- In terms of certification, CONTENUR has a wide range of certificates that accredit the materials and manufacturing processes of its products, but what benefits does the client get?

J: ALL. Our clients get the utmost guarantee and safety. We certify all our products and production processes through accredited bodies for this purpose. We use these accredited laboratories to ensure that what we offer is backed up by a body that is empowered to certify under the standards and rules set by prevailing European regulations.

- The CONTENUR Circle project provides solutions that make it possible to give a second real life to the products. What commitments does the company acquire in terms of sustainability?

In a market that accepts and demands environmentally-friendly products and services, citizens are increasingly demanding that brands actively defend their values and be consistent with them, in an attempt to curb the negative impact of so many years of irresponsibility. In response to this trend, **CONTENUR** is relying on changing technology, which is advancing, allowing us to devise new processes and measure the impact of our actions, without the entailed cost being a barrier.

The CIRCLE project is based on three axes. Part of an increase in recycled materials that offer a second real life to the products. We are committed to and working on the use of sustainable energy resources and apply all the recommendations of the OCS (Operation Cleans Sweep) programme, obtaining certification in it.

With these starting points, we get a 100% commitment in the circular economy concept.

From the agreement with the City Council in managing the problem that occurs at the end of the life of a container, manufacturing under the eco-design regulations and using 100% renewable energy in our process, cleaning, separating and crushing treatment, plus the application of additives, UV and antioxidants, to carry out testing and quality tests of materials recovered with OCS certification (the first European company in the sector to obtain it), which guarantees that pellets are not discharged to the marine environment. And of course, all the traceability of the process, make us close the circle and give a second real life to our products.

We get more sustainable cities. We drive responsible behaviour.