

Waste container specialists joining forces as Waste Vision

Under the name Waste Vision, BWaste, Ferro-Fix, Mic-o-Data, Beek Container Groep, and BroNij will be developing smart container systems for municipalities and companies. CEO Arjen Wittekoek: 'Our potential is huge.'

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The new name for the group of companies was announced this afternoon at industry trade fair ReinigingsDemoDagen in Soest. The news was also shared with the company's employees via a livestream. In recent years, the companies involved in smart container system production, maintenance, and technology were part of **BBF Holding**. However, they continued trading under their own names. From now on, the companies will be known as Waste Vision. Besides municipalities, Waste Vision will also be focusing on companies. The plan is to make the solutions it offers much smarter over the next few years and do more business abroad.

'The individual companies were good at what they did, but the market is getting so big these days that you just can't handle some orders on your own,' says Waste Vision CEO Arjen Wittekoek in an interview this month in trade journal *Afval!* 'We're not just a supplier of containers, or of software, or of servicing and maintenance. We want to be a one-stop shop. Partly because this offers genuine added value from a total cost of ownership perspective.'

Tentative first steps

At the end of last year Avedon Capital Partners, the investor behind Waste Vision, asked Wittekoek whether he wanted to take charge of integrating BWaste, Ferro-Fix, Mic-o-Data, Beek Container Groep, and BroNij. This was after the companies had spent two years sussing each other out. 'To put a really negative spin on it, you could say that not much happened during that phase,' says Wittekoek. 'But you can't rush this type of process. As I see it, over those two years, the groundwork was laid for building a big club. Companies were taken over and we worked on strategy. Now, we're at the stage where we want to see a great company emerge from all that work. Administratively, our processes will be same. Sales will be centralized, and we're merging the design departments. Plus, the new brand name will create a greater sense of unity within the company.'

Waste Vision wants to be known as a company that leads the way in smart solutions for waste collection. 'We want to help achieve the circular economy, by enabling everyone to take greater advantage of the available data. As well as municipalities, we'll be focusing directly on the general public. We'll also be using our products and services to collect industrial waste, which is new territory for us. Companies still aren't doing nearly enough with data about waste,' explains Wittekoek.

Beyond Dutch borders

BWaste was already operating in a number of countries outside the Netherlands. However, Wittekoek wants to step up exports of smart solutions. 'We're quitting some of the countries in which BWaste operated, so that we can focus on the countries where we have identified the greatest potential,' says the CEO. 'Broadly, this means Scandinavia, the Baltic states, and southern Europe. Other countries show a keen interest in the Netherlands. We really do lead the way in this type of system and we want to capitalize on that.'

Read the full interview with Arjen Wittekoek in trade journal *Afval!* issue 4, which will be published on 21 June.