

What do trash and advertising have in common?

By Krystal Burrows

City Disposal Services, Inc. is a locally-owned, family-operated business providing portable storage containers, waste disposal, and recycling services for contractors, businesses, and homeowners in Northeast Wisconsin. They began this business in 1998.

Logo Containers

As you may know, industries such as waste disposal and fire/water restoration are seasonal and often unpredictable, which lead to a very competitive marketplace when jobs arise. Typically, investing money in traditional marketing campaigns does not make sense for companies in these types of industries. In response to this predicament, City Disposal thought, “*what about a customizable can?*” No matter what you call them—design dumpsters, branded bins, creative containers—their Logo Containers are a standard 20- or 30-yard waste container that is branded with a customer’s company name, colors, logo, contact information, etc. Essentially, Logo Containers are large billboards that are visible while positioned on the jobsite AND when traveling down the road to or from a jobsite. It is a competitive advantage for companies to use Logo Containers, as they are able to grow their presence in the communities they serve at a very low cost.



Testimonials

A few years ago, City Disposal piloted the Logo Container program with a local roofing company called Security-Luebke Roofing. Because it proved to be so effective, they expanded some of the larger fire/water restoration companies that they serve, including ServiceMaster, SERVPRO, and Paul Davis Restoration. It’s not just for larger companies, though! There are many local/family-owned companies that use Logo Containers like R Van Rite Construction & Restoration, Square One, Certified Professional Restoration (CPR), Midwest Restoration, and Acquire Restoration, just to name a few. Most customers have multiple Logo Containers, and some pair them with other City Disposal services, like Portable Storage Units, as well. At this time, there are about 30 Logo Containers at various jobsites throughout Northeast Wisconsin.

Jon Goodman, president of Security-Luebke, like many companies, already invest a significant amount of capital in advertising via TV, radio, church bulletins, youth sports sponsorships, etc., so it was relatively easy to justify the low investment in some Logo Containers. 10 years and six Logo Containers later, Goodman says they’ve “seen tremendous results. By using the Logo Containers, we’re making more of an impact in the communities we serve, reinforcing our brand in the neighborhoods where the actual work is being done.”

When their employees see a Logo Container heading down the highway, Goodman says “it’s so much more than just a dumpster full of trash. To us, that container represents who we are and what our mission is. It gives us a huge sense of pride to be a part of the Security-Luebke team, and we have City Disposal to thank for that!”



Todd Frank, the President of ServiceMaster Specialty Restoration Services, has been using City Disposal’s Logo Containers (among other services) since 2008. In recent years, ServiceMaster has focused its efforts on building more brand awareness throughout the communities it serves—like Appleton, Green Bay, Milwaukee, Ashland, and more—by investing money in various forms of advertising. What impresses Todd the most about using Logo Containers is their high visibility and low investment. “*When we use our Logo Containers from City Disposal, people see that we’re the ones out there doing the work,*” he said. “*They provide us with a level of exposure in the community that we just can’t get through the more traditional forms of marketing.*”

Jo Budke, the Office Manager for R Van Rite Construction & Restoration, has also been using City Disposal’s Logo Containers for over five years. While the majority of R Van Rite’s work comes straight from insurance adjusters, many of their newer clients mention their Logo Containers. One of Jo’s favorite parts of working with City Disposal is their excellent customer service. “To me, customer service is key,” she said. “We’ve established a relationship with the folks at City Disposal that we haven’t found anywhere else. They know me by voice, they’re always so friendly and helpful, and I really appreciate the personalized attention they give us.”

The restoration industry, advertising services, waste disposal or roofing, no matter what type of business you’re in, the success of a small business hinges on **Great Customer Service**.



For More Information

For more information on Logo Containers or City Disposal Services, Inc., visit their website at <http://www.citydisposal.com/> or call Tim Inglese (owner) at **1-866-DUMPSTR**.

About the Author

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