

(TB/2019/1)

ALL URBAN PARTNERS WITH FINBIN TO DISTRIBUTE INNOVATIVE SMART BINS TO UK MARKET

This week, All Urban celebrates a new partnership by launching FinBin's premium outdoor bins to the UK market. All Urban specialise in distributing the highest-quality street furniture and lighting to the UK and are delighted to add FinBin to their designer brand portfolio.

Based in Scandinavia Finland, FinBin specialise in manufacturing and supplying premium-quality designer litter bins. Highly regarded in Finland as the market leader, FinBin are renowned for producing both exceptionally stylish and durable products. Last year, they achieved 20% growth within export, and with plans to broaden their distribution plans across Europe, All Urban's commitment to original design and high quality suppliers made them the perfect match for the UK.

The partnership begins at a crucial time for the UK's waste management industry. In December 2018, the UK government launched a new landmark blueprint, 'Resources and Waste Strategy' to England's businesses and manufacturers. The strategy sets out how England will preserve material resources by minimising waste, promoting resource efficiency and move towards a circular economy.

Research for the strategy stipulates that recycling rates in businesses are often lower than households. The government has made a commitment to legislate and ensure that local authorities and businesses recycle and manage their waste more efficiently. There are plans to review collections models which will improve recycling and reduce costs.

FinBin manufacture stylish modular bins, where designs include multiple apertures to allow multi-use waste disposal easing recycling for both public and businesses. Their superior bins are made with galvanized steel which drastically improves durability in comparison to galvanised steel adding extra resistance to weathering and outdoor use making them ideal long term waste management solutions.

FinBin have also manufactured a next-generation smart bin, the CitySolar. It is a 240 litre wheeled waste container which contains a sensor inside the bin which registers when the bin is getting full, triggering the compactor. This enables the bin to hold 1920 litres of material, eight times the volume of un-compacted waste. The frequency of emptying can be reduced on a number of cases 5 to 10 fold.

Their bins are already popular around the world, having been installed in some of the most prestigious cities and transport hubs including Dubai train station, Manchester metro link, Helsinki and Bilbao cities, and Luton and Washington DC airports.

Paul Collings, Director of All Urban concludes, "We are delighted to add FinBin to our designer product portfolio and look forward to the years ahead. As part of the launch, we will be joining FinBin at the Passenger Terminal EXPO on 26-28th March at ExCeL London on stand 5065. We welcome businesses to come and join us to see the outstanding quality of the bins for themselves."

Ends.

For further details, please contact Theresa Bruno, Marketing Executive, All Urban Ltd, on 0114 282 3095 or at theresabruno@allurban.co.uk.

Note to Editors

An accompanying high resolution image for print and digital media is attached. Caption: CEO of Lehtovuori Oy FinBin, Eero Ojanen (left) hosting the 2019 global sales and marketing meeting in Finland. Also pictured (left to right) are Marketing Executive of All Urban, Theresa Bruno and Business Development Manager of Lehtovuori Oy FinBin Lauri Latvala.

Based in Sheffield, [All Urban](#) is part of [Create Partnerships](#), a unique portfolio of high quality brands for the outdoor environment. All Urban supply the highest quality street furniture, lighting and technology, committed to supplying original designs. They work with landscape architects, lighting designers, architects and contractors as well as the education and leisure sectors, offering carefully sourced ranges for high quality developments around the UK.

They are the exclusive suppliers for [Santa & Cole](#), [LAB23](#), [Concrete® Urban Design](#), [Handspring Design](#), [Include](#), [Short Edition](#) and [FinBin](#)

More information on the FinBin CitySolar including a full technical specification can be viewed here at <https://bit.ly/2C7qjhE>

Further details about the UK Governments 'Our Waste, our resources: A strategy for England' can be viewed here at <https://bit.ly/2PMglX4>