



Dear Clients

It is with great excitement and pride that we introduce our new corporate identity and group logo. There comes a time in every company's cycle to stop, reflect and realign objectives, vision and philosophy. After 30 years of service excellence to the South African waste management industry, we have reached a critical stage of our growth and service excellence, and wish to elevate our delivery levels to even greater heights. They say a new broom sweeps clean, but it is rather the renewed vigour of a rejuvenated management team that has instilled a desire for monumental change and an adjustment of our operating ethos.

Wasteman is a company built on the foundation of customers and partners who together, have allowed us all to grow in knowledge, excel in service standards, blossom with expertise and mature with experience. It has incorporated a culture where we all feed off each other, and collectively have contributed to what is today a comprehensive and proud total waste management solution process.

We are eternally grateful for your ongoing support and reaffirm our continuing commitment to a standard of service excellence and operating efficiency, whilst at the same time forging a philosophy of eco-sensitivity and environmental consciousness. Our new corporate identity is simple, yet meaningful to our goals, global in construction but local in our values. It has been designed to reflect the experience and values that we take with us into the future.

The new Wasteman logo illustrates a world where man and nature co-exist through sustainable practices, just like we exist with our valued customers and partners. The blue and green palette of the original Wasteman brand identity has been retained as two colours that perfectly describe the environment, and our world. The leaves around an opening bud represent nature constantly renewing itself in a world (represented by a globe) where best technologies for maintaining the environmental balance of effective and efficient waste management solutions are practiced. This is a logo designed not only to create a visual standard for all communication, but also as an icon of internationally acceptable performance criteria for the future. It is a brand that represents your world and our world, the world of sustainable waste management solutions. Our positioning statement "Sustainable technology solutions for a greener future" is indicative of the environmentally sensitive, holistic service that we offer across all categories of waste management.

It will take a few months for the new logo and identity standards to be rolled out across all divisions and applications and we look forward to sharing our renewed vision for a sustainable environment with you in years to come.

Ken Bromfield
Chief Executive Officer