



Why UNTHA...?

Your shredding partner,
long after the sale

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“So many company brochures follow the same format – in fact, I bet it’s not an overestimate to say that nine out of ten lead with a background into an organisation’s history. Now, don’t get me wrong, UNTHA’s heritage is something we’re fiercely proud of. We’ve specialised in shredding technology since the business began over fifty years ago, and we’ve amassed a global reputation for our continued innovation in this complex field, in the decades that have followed.

But ever since this company was first established, we’ve always shied away from being just ‘average’. We recognise that, when clients choose us, they’re ploughing their time, money and other resources into one of our projects, so we want to give them the biggest bang for their buck in return. We want to invest as heavily in our customers, as they invest in us.

That’s one of the reasons why this document – **Why UNTHA?** – is hopefully not your typical company brochure. As a team, it’s simply not enough to strive to be the best in the business, because ‘best’ is quite a subjective word. So, we’ve worked through our proposition with a fine toothcomb, to define where we excel, where we can hone our continuous improvement efforts, and how this all comes together in encouraging clients to choose us.

We’ve also taken inspiration from research conducted by Harvard Business – which asked 1,000 high-profile buyers what they look for in a supplier – and used the top 12 factors to shape our thinking.

At this point you may be expecting a sales pitch, but you needn’t worry. We may be talking about ourselves in this document, but the aim is to link each of these 12 factors to the impact they can have on waste, recycling and alternative fuel production projects. In other words, we hope you’ll learn a thing or two along the way, whoever you go on to choose as your shredding partner!

Of course, if you get to the end of this document and you have more questions to ask, please contact us on T: 0330 056 4455 or E: sales@untha.co.uk and we’ll be happy to help.

We look forward to hearing your thoughts.”

Marcus Brew

Managing Director, UNTHA UK



**“We’ve always
shied away from being
just ‘average’...”**

UNTHA

shredding technology

1. Quality and performance

As quality is such a vast topic, we've broken it down into how it manifests itself within six key areas of UNTHA UK:

Systems

We've invested over £500,000 in sophisticated technology, as well as our hat-trick of ISO accreditations, to provide us with a quality backbone. Collectively, our systems give us a best-practice infrastructure on which we can continually build and fine-tune our processes. As clichéd as it sounds, they help ensure the right people do the right things at the right time.

Processes

A quick note on these processes – they don't exist because we want to work in a robotic fashion, and they don't restrict us from being flexible or agile either. We know every client's needs are different, so we don't believe in a 'one size fits all' approach when working with them. However, we do want to ensure that every installation or aftersales project is carried out to the same high standards, whoever is involved, and whatever the budget. Our carefully thought out processes help us achieve this.

People

Systems and processes give us the architecture to deliver work to the highest quality standards, but without the right people it's all irrelevant really. We therefore work hard to recruit and develop the best talent in the industry – people who are as stand-out as our machines. We look for candidates who have quality at the top of their personal agenda, otherwise it's unlikely they'll buy in to what we're trying to achieve.

Culture

As the above point suggests, quality must form part of an individual's – and company's – mindset. So, as a business, we try to provide an environment that nurtures this passion. We give employees a voice, and a platform on which to grow, and this culture runs throughout every department. That way, whoever is interacting with a customer or project, the quality standards hopefully remain the same.

Our machines

We couldn't talk about quality without referencing the robustness of our shredders – the build excellence, long-lasting parts and long maintenance intervals are just some of the quality components. In the simplest of terms, quality has been engineered into our products, by design.

Feedback

In the modern, customer-centric business environment, feedback matters more than ever. So, we try to capture – and act upon – this feedback as much as we possibly can.



“Being quality-led isn't necessarily about being perfect every time – sometimes the unexpected happens, for example. But how we deal with unforeseen challenges – and how we strive to resolve issues quickly and efficiently – is further evidence of our quality stance. Often our biggest advocates are the customers who know we've gone the extra mile to help them through a particularly tricky time – that's what people remember.”

Marie Dransfield, quality manager



2. Customer service

When an individual and/or organisation becomes an UNTHA customer, they benefit from working through a series of carefully-considered processes which ensure that a successful project delivery remains in sharp focus every step of the way.

This isn't to say that we treat every project with a 'one size fits all' approach – merely that we care about consistently high customer service levels.

At our North Yorkshire HQ we also have a centrally-located team who act as our single point of contact for customers large and small. So, following an order confirmation, we remain in close communication with our Austrian HQ and the client, through to the points of install, commissioning, training and beyond.

This coordinated approach means that the team is equipped and on hand to proactively advise on the need for any ongoing service products and machine optimisation tips. The more we learn about customers' facilities, the more tailored our engineering support can be.

Our team of technical experts become familiar faces on customer sites which doesn't just lead to strong rapport – it means we uphold the same high standards whether they're going to carry out a routine service or an unexpected repair. We've even got remote diagnostic capabilities so that our clients – literally – know that we're on the other end of a line should they need us!

***"We know what we know, and we know it well.
Shredders. UNTHA shredders."
Andy Nadin, aftersales manager***



3. Knowledgeable salespeople

We don't just recruit salespeople because they know how to sell. We don't mean to sound superior, but we've hand-selected the professionals within that department because of their industry experience and technical background.

Within our team we have colleagues who have worked in the waste, recycling and alternative fuel production industries for decades, and sometimes in roles very different to the ones they occupy now. This first-hand insight – with many of them having lived and breathed the sectors from an operational or project experience – means they quickly develop a far greater level of rapport with customers. They truly know what they're talking about and aren't afraid to speak up if they have questions or require clarity, as they know what it's like to be 'over-sold to'.

Many have worked in different countries and other engineering/process industries too, meaning they can often share learnings and synergies from slightly different environments in their conversations with customers.

We recognise that ours is a highly technical sell, with no two projects exactly the same, so this degree of industry-specific knowledge plus varied application experience can really help bring customer enquiries to life. We've even been known to help redesign entire plants based on our understanding of what will lead to optimum throughputs, output quality or margins!



"It's easy – as a salesperson – to answer only a customer's questions and nothing more. And sometimes, the customer knows exactly what they need, so they don't require any further input from us. But – whilst this isn't about us trying to overcomplicate matters or go against what we've been told – we do try to validate that they have got a comprehensive grasp on their true requirements. We don't believe in selling anything that isn't really fit for purpose so will try to develop a consultative sales process, which uncovers a full insight without being intrusive. Sometimes this sees us offering advice on things that are entirely unrelated to shredding, but we will, if we know we can help!"

Martyn Yarde, sales manager



4. Product availability

For decades, UNTHA has engineered every new shredder – or shredding system – to order. Whilst this customer-specific supply methodology has meant we can't promise next day dispatch, we have worked hard to try and satisfy the lead times that organisations are working to. We also keep customers fully informed of the process and schedule between order confirmation and shredder commissioning, so that resources and wider business operations can be planned accordingly.

But as a fast-paced business constantly looking at how to improve our marketplace proposition, we've continued to devise new ways to procure our technology. We now also hold a small number of shredders and turnkey systems in stock, so that we DO have machines available for configuration and/or immediate delivery. Plus, we also buy, refurbish and sell used UNTHA shredders which presents another affordable way to invest in our equipment.

Product availability is crucial when it comes to spare and wear parts too. That's why we've invested hundreds of thousands of pounds in UK consignment stock, so that we can support our customers with often next-day turnaround of the components needed to maintain their all-important uptime. It's also important to note that our aftersales team works proactively with customers, enabling them to order the right parts, at the right time, to avoid any operational disruption. We can even factor customer service packages into a monthly cost, for budgetary control, if that's of interest!

"We often talk about product availability not just in terms of when we can get a shredder or a parts package to a customer, but in relation to machine uptime too. Our technology is engineered – by design – with maximum uptime in mind. We've designed efficient foreign object protection mechanisms with quick, safe and easy object extraction for example. In truth the list goes on. Add to that our service packages combined with preventative maintenance plans and customers are assured of keeping their machines online even more of the time!"

Rob Andrews, engineering services manager



5. We stand behind what we sell

Really, this one needs no explanation, so we'll keep it to the point. We are extremely proud of our entire customer offering, from the shredders we install worldwide, to the customer service products that keep machines running optimally for decades, the knowledge that brings even the most complex projects to life, and the values that differentiate us from competitors.



"We don't rest on our laurels – we are hungry for continuous improvement. But we're all pulling in one clear ambitious direction, we truly believe in the solutions we offer to customers and feel a personal sense of pride in the job that we do."

Gary Moore, director of global business development

6. Ease of doing business

We've always aimed to put the customer at the heart of everything we do, but in the last four years specifically, we have really ramped up how we do this.

As part of our transition from an entrepreneurial organisation to an established team with enterprise-level ambitions, we have totally changed how we do business with brands large and small – before they're even officially on board as a client.

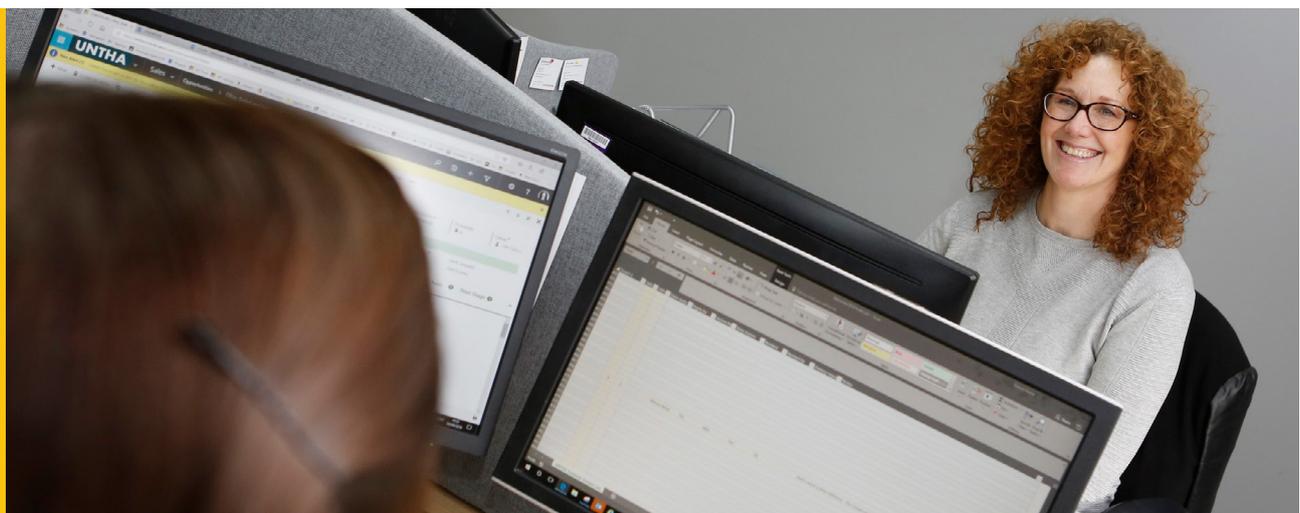
We've done this by dissecting the customer journey – the detailed and ever-varying process that an individual goes through when looking for, deciding on, purchasing or maintaining a shredder; the needs, wants, fears and obstacles they encounter at each phase; and how we engage with them every step of the way.

This level of investigation, understanding and focus has taken us from a reactionary business, to one that can fend off issues before they even arise. By better comprehending how our customers might be feeling or what could be holding their projects back, we've been able to invest heavily in mechanisms to satisfy their needs and keep their projects moving, with consistency. We've revolutionised our training programmes, for example, so that colleagues think with a 'what if' problem solving mindset. And we've now got hundreds of workflows that ensure the right action is taken by the right person at the right time, so that problems can be resolved efficiently should they arise.

If we're being totally honest, this is of course a work in progress, because which company – hand on heart – can say they've got everything perfect? We're striving for continuous improvement so that as the external landscape changes, and customers' requirements evolve further, doing business with UNTHA still remains as headache-free as possible.

"The result is an on-time project, delivered to spec and with every promise upheld. That's what we're aiming for. Unexpected hurdles can sometimes arise along the way and it isn't always possible to plan for these. But preparedness – achieved by understanding our business, processes, customers and wider industry – means we're far better equipped to navigate what is thrown at us without jeopardising standards."

Marcus Brew, managing director



7. Follow through on promises

Inextricably linked to standing behind what we sell (page 7) and the pride that we place in the customer journey, it's hopefully no surprise that our salespeople follow through on their promises.

Admittedly we're unlikely to say anything else but our library of project case studies, the testimonials peppered throughout our website and our openness when inviting prospective customers to existing client sites, is hopefully evidence that we've nothing to hide and truly do deliver what we say we will.



"Integrity has unfortunately become an overused word in business, but we know the best way to prove the authenticity of that word, is to not just expect customers to take our word for it. That's why our clients are our best advocates – they tell others exactly how it is, which evidences that we are genuinely committed to being a trusted shredding partner, long after the sale."

Sharon Annat, executive support manager

8. Trustworthy salespeople

This is one of the most basic principles of doing business, but sometimes – subconsciously or otherwise – organisations stray from positions of integrity to secure work. This can often be with the best intentions at heart, but a dishonest sale or a relationship built on false promises is usually the first step to complaints.

At UNTHA, we've long recognised that ours is a technical, complex sell – different on a case-by-case basis. It's impossible to hide whether a machine can/cannot truly do something, so we work on the premise that 'seeing is believing'. Where possible, we invite prospective customers to an existing client site, so that they can watch our shredders in action, handling similar materials. Better still, we even offer free trials so that organisations can test our machines using their own waste or recyclables – the ultimate 'try before you buy' experience.

We acknowledge that there is the future to consider too – something that isn't always possible to see. But we draw on decades of experience to help shape the customer's understanding of what the shredder will – or won't – be able to do as the business evolves. There's no point selling a machine that is only fit for purpose, for six months. We'll even share things an individual may not want to hear, if there's a risk that we think they're investing in the wrong technology.

The same ethics apply in our customer service department, which means customers have peace of mind that they're procuring aftersales products that will genuinely futureproof their purchase and go on to optimise their operation long into the future.

"It doesn't matter how much literature we produce or even how many videos we shoot. When it comes to evidencing our trustworthiness, the best thing we can do is open up our existing client base to potential customers. You can't get more transparent than that. By putting like-minded peers in direct contact with one another, there's the opportunity to see the machines in action, ask questions about the technology's operation and generally better understand what it is like to work with UNTHA UK. This openness reflects our confidence in our processes."

Katie Mallinson, marketing director





9. Product durability

Shredders have been our 'thing' since the business was initially established back in the 1970s – it's what we know. We've developed industry-first after industry-first, but never rested on our laurels. Following every new manufacturing feat, has come a passion to make our machines more energy efficient, quieter, easier to maintain, and of course, more robust.

Durability is therefore engineered into our technology, by design.

We've thought about rotor speeds, cutting shafts, gearboxes and more, to ensure shredders are built to last. Our machines can – and do – run for decades. So, when we talk to customers about the payback period of an UNTHA shredder, not only is it important to consider the low whole life running costs of the technology, but also the fact that our equipment can maintain 'business as usual' materials handling for years to come – however heavy duty the application.

In America, customers have taken some time to believe this 'built to last' promise, because on the other side of the Atlantic, many competitor machines last two to three years only, as standard – particularly for severe duty materials. Ours will typically run for six or seven times the duration – if not more – when shredding the same complex material type.

Then there are the customer service products we offer when our machines are becoming a little tired, including our new shredder rebuild service, whereby we strip the equipment down and carefully refurb it to improve its operational efficiency up to eight times over. We can even refurbish cutter sets to prolong their lifespan. Think of these options as our own commitment to a circular economy!



“So many companies talk about their commitment to ensuring customers’ ‘return on investment’ but what does that really mean? At UNTHA, we’ve engineered machines that are easy and cost-effective to maintain, with uptime a top priority. Low whole life running costs are what accelerate the payback period for a shredder – add to that, the fact that our technology lasts for years to come, and the business case is stronger still.”

Peter Streinik, director of global strategy

10. Sales accessibility

We've always had an open door policy with existing and prospective customers alike – in fact our honest guidance has often steered the evolution of start-up projects, completely revolutionised plans for site innovations and even signposted organisations to suppliers better equipped to support them with their specific requirements, if we're not best placed to help.

But our sales accessibility has reached another level entirely, thanks to our £500,000 investment – and counting – in a new business management system.

Any enquiry, whether via email, telephone, the website, social media or in person, is immediately fed into our 'hub' and assigned to the best-fit member of the sales team. The most suitable colleague is chosen – at this early stage – according to factors such as application type, geography and the likely shredder specification.

The UNTHA colleague is automatically notified of the need to get in touch and the prospective customer is likewise alerted that we will aim to respond within 24-48 hours.

If we can't assist, we're honest in saying that. But if we think we can, we'll start talking to you about next steps. There are some discovery questions we can explore together over the phone, but invariably we invite organisations to our HQ to find out more or see our shredders in action, and of course we also schedule site visits to better understand what our technology will need to do.

All activity is logged in the same system as the initial enquiry so that a picture of that customer gradually comes to life and all data is stored in one central, secure and easy-to-access location.

"Our depth of insight exists to provide sales clarity. It means that every step of the way everyone – both at UNTHA UK and the customer – are on the same page. It also offers a fantastic reference point when orders progress through to projects and beyond. We've never been so streamlined."
Sarah Murray, sales coordinator



**“We believe in
being completely
honest with
customers...”**

UNTHA

UNTHA

shredding technology



11. Acquisition price

The price tag of machinery is, for many organisations, the key deciding factor when it comes to making an investment. And we're not saying we don't understand the need to keep a cautious eye on the numbers – sometimes a budget will only stretch so far. But focusing on price alone is dangerous. Here are 5 reasons why:

1. Irrespective of the cost of a piece of capital equipment, it needs to be fit for purpose. Otherwise, a seemingly affordable investment soon becomes a waste of money.
2. Operational criteria such as throughputs, yield per tonne and whole life running costs – to name just a few – quickly add to the true cost of a shredder. The XR's wear costs, for example, are typically less than £1 per tonne!
3. Excessive energy consumption – i.e. the amount of fuel needed to run the shredder – doesn't just impact on the true cost of the machine. It could put the operator's environmental conscience at risk too!

Ideally the shredder should be flexible and easy to reconfigure to handle different input materials and satisfy varied output specifications – otherwise the machine is unlikely to add value as the organisation, undoubtedly, evolves.

4. It is important to enquire about the build quality and robustness of spare and wear parts, not to mention the cost and availability of such crucial machine components, as this will affect shredder uptime moving forward. It is even possible to refurbish entire cutter sets from UNTHA's RS shredders, which means customers' restored cutters look and perform like new, but for 40% less cost.



"We know our shredders are not the cheapest on the market, but we've worked hard to ensure they're the best. We believe in being completely honest with customers which is why – as part of our quotation process – we'll even help build business cases for our shredders. We want to ensure organisations look past purely the price tag of our machines and benefit from technology that will fulfil their requirements and guarantee the best possible return on investment."

Andrea Gratzner, financial director

12. Technical support

It's not just UNTHA's industrial shredders that make us stand out from competitors. All of our customer services exist to help organisations maximise the ongoing productivity, performance and profitability of their plants.

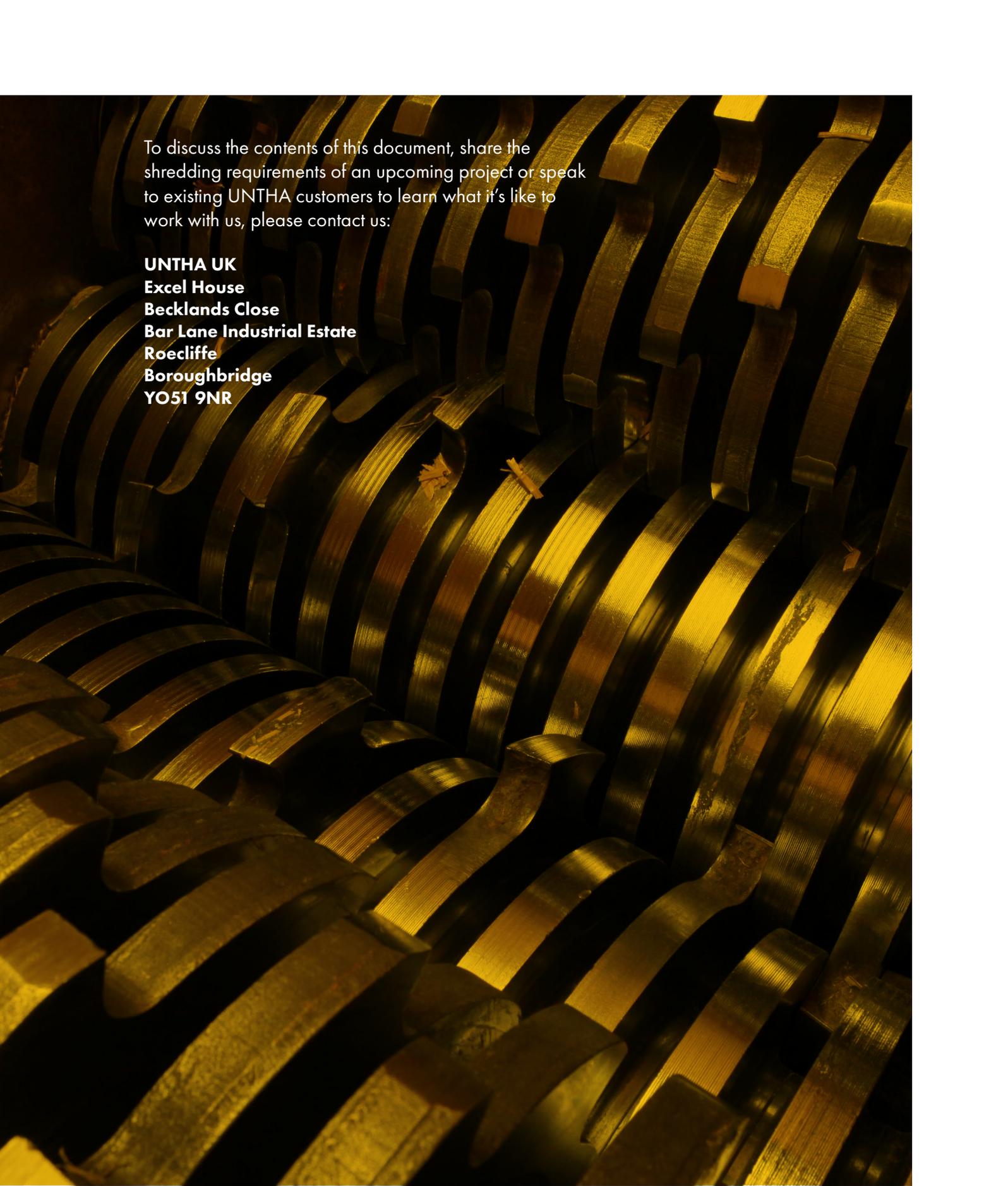
Our shredders are supplied with a 12-month warranty as standard, but we also offer a number of other technical support packages to protect customers ROI long into the future. These include:

- Planned preventative maintenance to deliver uninterrupted uptime and maximum efficiencies, including scheduled inspections and servicing, cutter & screen refurbishments, plus off-site shredder rebuilds to recover original productivity levels.
- Ongoing performance optimisation, ensuring customers have access to what they need, when they need it. For example, with £1m stockholding, UNTHA can provide original manufacturer spare and wear parts with 95% shipped the same day, proactive parts audits meaning no need to hold vast stock consignments, and an engineering helpline with remote diagnostics available.
- Continued business support to ensure long-term operational excellence, including shredder trials and feasibility studies, comprehensive operator training as well as refresher sessions for new starters, and breakdown assistance if the unexpected happens.

“The exact support that customers require, depends on their particular machine, input materials, typical operating hours, and in-house engineering skills. That’s why we tailor our technical support packages and quotes – we can even roll service and maintenance support into a finance package to spread the cost.”

Julie Cassidy, service coordinator





To discuss the contents of this document, share the shredding requirements of an upcoming project or speak to existing UNTHA customers to learn what it's like to work with us, please contact us:

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