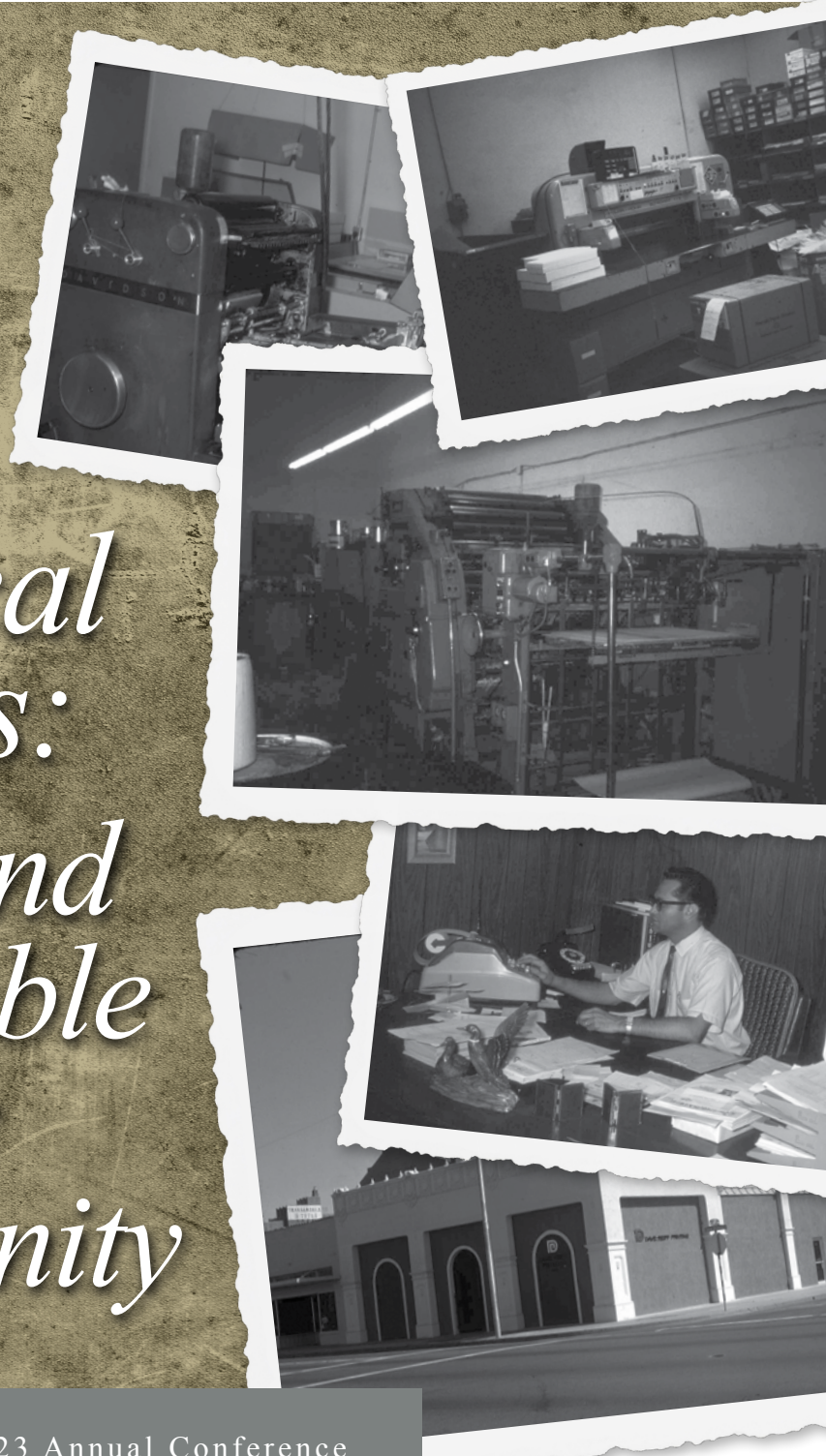


2023 | Issue 2

The Quarterly Journal of the International Secure
Information Governance & Management Association

i GTM JOURNAL

Historical Archives: A New and Sustainable Business Opportunity



Shaking Things Up at the 2023 Annual Conference

2023 i-SIGMA Impact Award Winners

The Light Lift of Leaning In: Adding ITAD
Services to Generate Revenue

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INTERNATIONAL HEADQUARTERS

3030 N. 3rd Street., Suite 940
Phoenix, AZ 85012
602-788-6243
602-788-4144 (fax)

info@isigmaonline.org

www.isigmaonline.org

i-SIGMA Administrative Contacts

NATHAN CAMPBELL

Chief Executive Officer
Extension 2001

MICHELE GOODMAN

Chief Operating Officer
Extension 2009

KELLY MARTINEZ, CSDS

Editor-in-Chief/
Director of Marketing & Communications
Extension 2008

MAGGIE GEOLAT

Editor/Marketing Specialist
Extension 2003

SARA BERNTGEN

Meeting & Event Planner
Extension 2006

JOYE REA

Director of Certification
Extension 2020

KAREN LYONS

Sr. Certification Specialist
Extension 2011

SHAINA VAN KILSDONK

Certification Specialist
Extension 2020

VICTORIA VALE

Certification Administrator
Extension 2004

JENA ROBINSON

Accounting & Membership Administrator
Extension 2010

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FROM THE EDITOR

-Maggie

Maggie A. Geolat
i-SIGMA Marketing Specialist

Summer is finally here. While there are many things that make the summer months nostalgic, I do oftentimes think of when I was younger and would make “Summer To-Do Lists”. These lists would include all the things that in my mind would make the best and full use of my summer break. From going to the pool with friends, or riding the daunting ride at the amusement park, I would always want to have a list chock full of adventure. Did anyone else make lists like these?

As time went on, these lists gradually gave way to more professional “to-do lists.” But why can’t we think back on these lists we used to make, and weave the two together? Whether it is adding a checkbox to get coffee with an old coworker next to the box to get your next professional certification, or putting together a team BBQ after you accomplish your quarterly goals, there is still plenty of room and time to add the same thrill and excitement to your summer.

In this edition, we cover many topics that your business can consider adding to its own “To-Do List”. Whether that is learning more and diving into the prospect of Historical Archives (Page 12) or maybe even generating more revenue by adding ITAD services (Page 28). And for more fun, consider reaching out to some of your new contacts made at the 2023 i-SIGMA Conference this year (Recap on page 18).

I truly wish each of you a delightful summer filled with exciting new personal adventures, as well as professional and business endeavors. As you soak it all in, I hope you take a moment to peruse this edition and let the contents inspire you.

Happy reading!

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i COMMUNITY NEWS

Keep up-to-date on Community News in the association's member-only Facebook Group, i-SIGMA Social, and by following i-SIGMA on LinkedIn.

Recently inaugurated at the 2023 i-SIGMA Conference and Expo, the 2023 i-SIGMA Board of Directors met this week in Nashville, TN to discuss association projects, progress, and processes for the upcoming year.

Pictured, the Board enjoying a sponsored tour of the Jack Daniel's Distillery after wrapping up meetings for the day.



Talk about a Throw Back Thursday! Paul Garfunkel of Intek Leasing (Roseland, New Jersey, USA) shared this picture to the i-SIGMA Social Facebook Group of himself and NAID founder Robert Johnson, CSDS at the 2004 NAID Conference held in San Diego, CA, USA.

NAID AAA and PRISM Privacy+ Certification Program



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A customer may request an audit report to monitor the service provider and to ensure they meet the regulatory risk assessment requirements.

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A customer may monitor compliance by subscribing to email notifications of the service provider's certification renewal, audit, or lapse.

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The Certification Review Board, the NAID AAA Certification Committee, and the PRISM Privacy+ Certification Committee oversee the program's integrity, both of which contain industry veterans and outside, accredited professionals.

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All documents and specifications are available to the public for free and online. Audit reports and monitoring services are also provided to clients at no charge. The association's financial records and board of director's meeting minutes are available online as well.

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Over 2000 operations on six continents are NAID AAA or PRISM Privacy+ Certified, including mobile, plant-based, paper, and computer destruction services. NAID AAA or PRISM Privacy+ Certification is required by hundreds of government offices and thousands of private contracts.

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For more information, contact the Certification Department at 602-788-6243 or certification@isigmaonline.org.



PRESIDENT'S MESSAGE

We're six months into the transition with our new CEO, Nate Campbell, and I'm excited about the renewed energy, fresh ideas and passion he brings to our association. I often find in my own business that when someone new starts, an "outsider" with a fresh perspective, we gain new ways of thinking, novel ways of problem solving and an opportunity to turn the status quo on its head. I've learned change can be good and to embrace it.

I believe we got a sneak peek at this year's conference of what Nate brings to the table. We kicked the event off with an executive owner's lunch with amazing speakers who provided concrete takeaways to move our companies forward. This was followed by a hugely successful and well attended Top Golf networking event. Nate decided, in a never done before move, to kick off the conference with the keynote speaker. I think everyone can agree Jesse Cole (founder of the Savannah Bananas) really knocked it out of the park! Is there room for improvement? Always! But, what I love about Nate is that he is always trying to make things better and to make those around him better.

This year I'm really excited about the new software platform we are migrating to. It will streamline certification renewals, help members connect with other NAID Certified members to sub work and create efficiencies enabling the i-Sigma staff to focus on critical projects to support our membership.

I'm looking forward to a great year and expecting big things! Hope to see you all at the annual conference, the 3-5 April 2024 at the Gaylord Opryland in Nashville, TN, USA!

Regards,

Brian Connelly
i-SIGMA President

Meet the Newest CSDS Professionals



Three industry professionals joined the ranks of their peers at the 2023 i-SIGMA Conference & Expo by officially earning their Certified Secure Destruction Specialist® (CSDS®) credentials. The CSDS Program promotes and acknowledges an individual's competency in a range of subject areas related to the secure destruction of data.

The following people studied for and then passed the exam, consisting of essay and multiple-choice questions based on the book, *Information Disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets* as a study guide. The exam took place this March in Las Vegas, NV, USA during the 2023 i-SIGMA Conference. i-SIGMA congratulates each of these individuals on now officially becoming a Certified Secure Destruction Specialist (CSDS):

- Parish Morris, CSDS of Document Security Solutions (Perris, CA, USA)
- Timothy Henning, CSDS of Central Texas Shredding Inc. (Austin, TX, USA)
- Tyler Cope, CSDS of Sun City Records Management (El Paso, TX, USA)

i-SIGMA is proud to acknowledge our new specialists and recognizes the effort put in by everyone to accomplish this feat. Passing this exam truly establishes an individual's competency in a wide range of industry issues and empowers them to better serve their customers. We look forward to what each of these individuals will bring to the industry in the future.

See the full list of current CSDS >>

Board Makes Key Appointments to Nominating Committee

The Nominating Committee is established within the bylaws of the association. The charge of this committee is to seek to nominate candidates that will meet the Board of Directors construction requirements as set forth in Article VI. Sec. 3 in the association's current Bylaws and in doing so ensure that the Association Board of Directors will be representative

of relevant segments of the Information Management industry, taking into consideration the needs of Service Providers from geographic regions both domestic and abroad.

Per the bylaws, the Immediate Past President always serves as Chair of this committee. After a year of leading the helm of the association, Bowman Richards, CSDS of Richards & Richards, LLC (Nashville, TN, USA) is ready to take on the challenge of ensuring future boards continue to have a full constituency of representation.



Bowman Richards, CSDS

He is actively working to make recommendations to fill the Nominating Committee. In fact, the i-SIGMA Board of Directors met earlier this month and approved the appointment of two industry veterans to fill critical association roles in the i-SIGMA Nominating Committee.



Brock Miller, CSDS

Brock Miller, CSDS of Shred Northwest (Boring, OR, USA) and Christopher Jones of Secure Records Solutions (Thomasville, GA, USA) have been approved to fill seats on the Nominating Committee. Both professionals have a long history of industry and association service.

If you are interested in serving on one of the association's committees, please contact the Committee Administrator Sara Berntgen.



Christopher Jones

Board Makes Appointment to CSDS Board of Regents

The i-SIGMA Board of Directors met earlier this month and approved the appointment of industry veteran and CSDS advocate, Angie Wade, CSDS of Gateway Recycling (Cleveland, OH,

USA) to fill a spot on the CSDS Board of Regents. This board is responsible for maintaining the integrity of the i-SIGMA Certified Secure Destruction Specialist (CSDS®) Program.



Angie Wade, CSDS



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Historical Archives: A New and Sustainable Business Opportunity

By: Giorgio Spadoni & Giovanna Giulia Spadoni





Fig. 1 – A Collection of Historical Photos

Historical archiving: it may sound like a boring topic, but it's not just about the past. It's an exciting new business opportunity for companies, especially historic and family-run businesses, to grow revenue by strengthening brand positioning, to expand marketing opportunities by increasing brand awareness, to diversify the company's source of income by relocating materials capable of creating new experiences, and to engage new targets by providing new cultural possibilities. Historical archiving reinforces the company's heritage and client trust by protecting and conserving the company's long-term vision and its commitment to social responsibility. It also offers service providers in our industry a new potential market to tap, that of family-run businesses, the often ignored but ever-present core of the American and international business community.

What is a Historical Archive and why is it Important?

Historical archives represent an invaluable resource for companies, but also an under-explored business opportunity. At a time when sustainability is increasingly becoming a key factor for business success, historical archives can offer an innovative way for companies to enhance their history and distinguish themselves in the marketplace.

A historical archive is a space, physical or digital, dedicated to collecting, organizing, and preserving documents, photographs, videos and/or other heirlooms that tell the story of an organization, of a community

or of an entire nation. Historical archives are an important source of information for historical research and can be used to reconstruct past events, people's lives and social and cultural phenomenon and transformations.

The life of an archive is marked by a "build-up" phase in the present (the current archive), a transit phase (the deposit archive) and a final phase with no time limit (the historical archive).

According to experts, an archive becomes historical after thirty years of depositing documents, over which time the practical, accounting, administrative and legal interest in the documents gradually wanes until it is almost extinct; on the other hand, after thirty years, an interest of a cultural and historical nature is considered to have matured, which is why the archive may be made available to third parties motivated by study purposes.

In fact, the main objective of historical archives is to preserve the historical and cultural heritage of organizations or communities and to make it available for public or private use and research. They may contain documents of various types, including administrative records,

registers, correspondence, photographs, videos, maps, drawings, and objects of various kinds.

We do believe that the historical archive is the heart and soul of a company because it represents its values and brand, considering these are the ways a business distinguishes itself from the competition. A brand can be considered as the personality of the company, which is conveyed through a logo and a name.

However, aside from a memory of a company's brand or values, with a historical archive, we can do much more. It is possible to dig and extract information about a company's birth, its innovations, and the human values of its entrepreneurs. Through this study, one can understand the positive impact the founders and managers have brought to employees, people living in the area where the firm operates, the environment and the benefits the company has brought to its clients over generations.

Historical archives represent a long-term value for the business, its stakeholders, and future generations, thanks to the

knowledge and awareness of the services it provided, as well as product development that supported and inspired the path of the company. While focused on the past, it is also strictly related to the future and innovation: in fact, archives can have direct commercial value as a source of new product innovation, since the discoveries made, and products deployed in the past can be re-discovered and re-packaged for today's market.

If a service provider would like to consider the potential of historical archiving, perhaps it is best to keep in mind the potential clients to target for this type of activity. A key sector that is often forgotten around the world is the central place that family-run companies occupy in the economy, representing a key sector and most companies in both the US and EU.

The mutually beneficial relationship between Family Businesses and Historical Archives

"The values and goals of most family businesses are never exclusively business oriented" - *Le aziende familiari. Strategie per il successo (Family businesses. Strategies for success)* by Thomas Ingelfinger & Peter May.

A historical archive can be especially significant for family-owned businesses, which are much more oriented to act according to so-called "*cathedral thinking*." This implies a far-reaching vision, a well-thought-out project, and a shared commitment to long-term implementation. A company is like a



Fig. 2 – The Civic Planetarium of Milan, built as a gift to the city by Ulrico Hoepli. Hoepli founded the Hoepli Editore publishing house and bookstore in 1870 in Milan, which remains an important historic family business of the city to this day.

cathedral, built through generations with foresight and sacrifices to be solidified in the present and handed over to future.

The family-owned businesses' history may represent an important part of world history or that of a specific country's history (for example, think of the political landscape, immigration patterns, economic conditions, geographic locations, and access to resources). They reflect the culture and values of their territory and usually they tend to be stable and long running. Besides being resilient, often they are strongly connected to the community where they are located and to other stakeholders. As AIDAF, The Association of Italian Family Businesses, states across all continents, family businesses represent a key component of each area's economy, not only in terms of their numerical impact but above all thanks to their contributions to the country's GDP and employment.

We would like to mention just a few significant figures to convey the great potential of this market.

According to Familybusiness.org, "Family businesses are an important engine of the U.S. economy...The U.S. Bureau of the Census estimates that about 90 percent of American businesses can be defined as family businesses, which includes approximately 35% of Fortune 500 firms." In the United States, family businesses employ 62% of the workforce, contribute 64% of the GDP and they have been counted as more than 24.2 million family businesses in the United States.¹

Family businesses in Europe are estimated to make up between 65 to 80% of all European companies, accounting for on average more than 40 to 50% of all jobs. They constitute a substantial part of existing European companies and have a significant role to play in the strength and dynamism of the real economy.²

In Italy there are estimated to be around 784,000 family businesses – more than 85% of the total number of businesses – constituting around 70% of employment. In terms of the impact of family businesses, the Italian context is in line with that of the main European economies such as France (80%), Germany (90%), Spain (83%) and the UK (80%), whilst the factor that sets Italy apart from these countries is the lesser recourse of family businesses to external managers: 66% of Italian family businesses are fully managed by family members, while this applies to only 26% of French family businesses and just 10% in the UK.³

The 2023 EY and University of St. Gallen Family Business Index reveals the largest 500 family businesses are growing faster than the global economy - at nearly twice the rate of advanced economies and

around 1.5 times the rate of emerging market and developing economies. They collectively generate US \$8.02 trillion in revenue and employ 24.5 million people worldwide.

Almost half of all the businesses in the Index are based in Europe. North America is host to 30 % of family businesses, and the Asia-Pacific region has 16% of family businesses in the Index. The number of businesses from the Asia-Pacific has constantly risen since the Index was first published in 2015, from 61 companies to 79 over this period. The consumer products sector remains the largest sector (37.4%), but Advanced Manufacturing and Mobility has increased its presence on the Index this year to 28.6%.⁴

How to create a Historical Archive and bring it to Life

The creation of a historical archive implies three phases. As a first step, a preliminary analysis on-site is carried-out and all materials are classified with expert historical archivists according to parameters and metadata defined in agreement with the Client.

The following step consists of studying and developing a plan for the conservation and the digitalization of the selected material using specific techniques and scanners. Some materials require specific types of plastic holders or protective sheets, while other require specific gloves for proper handling. There are a range of scanners with different formats and technical capacities, each adapted for different needs.

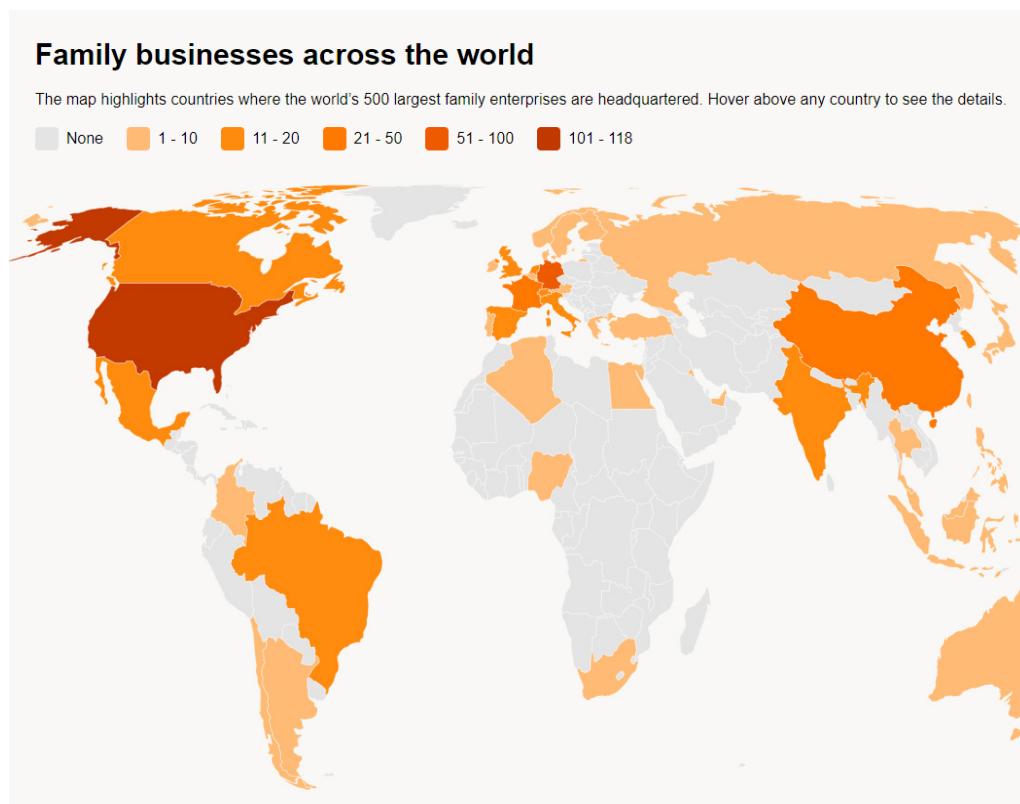


Fig. 3 – Family Businesses across the World

Source: <https://familybusinessindex.com/#table-info>

1 <https://familybusiness.org/content/measuring-the-financial-impact-of-family-businesses-on-the-US-ec>

2 <https://europeanfamilybusinesses.eu/>

3 <https://www.aidaf.it/en/aidaf-3/1650-2/>

4 <https://familybusinessindex.com/#table-info>



Fig. 4 – The OMTRA Team at work during the preliminary analysis at a client's premises

The final phase is related to the potential of the historical archives as a business asset for bringing them to life. They can be an excellent resource for a company's corporate communication, both as a marketing tool and as a source of inspiration, for consolidating the corporate image and its history, showing the continuity and consistency of the company over the years to the public, and for employee training.

Some ideas include the **creation of a museum or permanent exhibit**, with a reserved area inside or outside the company, with humidity and temperature control to properly conserve the documents and materials; the production of a **book or e-book** (including collaboration on publishing and printing), and multimedia publications. Original documents might be reproduced in paper form, thus resulting for example in reprinting of **historical books**, or a new publication with an excerpt of the most interesting historical documents. Company history also can be enhanced through the organization of **corporate events** for corporate anniversaries (for example, company centenaries) or other company events, **in-house or external exhibitions and traveling roadshows**

in various cities or company locations. Also, a dedicated website can be created, where the digitalized historical archive can be exhibited and made available either to public

or private audiences. Furthermore, **new environmental and social sustainability actions** might be figured out as a follow-up or reminder of similar past activities and initiatives.

In terms of sustainability, historical archiving can be understood in the perspective of being proactive in managing and identifying business impacts on employees, customers, and local communities, thus by creating a historical archive, social sustainability is being strengthened. In addition, methods, and techniques of the company's environmental management from the past can be studied to find new, innovative solutions for the future.

Furthermore, by studying past methods of corporate governance, best practices can emerge for the proper management of the company in the present and the future.

Based on our experience, we are convinced that historical archiving, like a phoenix, can help a business to be reborn in an innovative way, including live events, entertainment, and exhibitions. At OMTRA, we are available and happy to help companies that wish to pursue this new and sustainable business opportunity. Our experience is rapidly growing in this dynamic sector, which will surely increase in popularity over time, especially considering new markets of potential clients, such as in the networks of family businesses. Together we can study the past to find the best steps forward for the present and the future.



Fig. 5 - From the historical archive of OMTRA and I-Sigma. Together since 1993, here at the 1994 conference in Seattle.

ABOUT THE AUTHOR



Giovanna Giulia Spadoni, CEO of OMTRA Srl Società Benefit

Reach her at
giovanna.spadoni@omtra.com.

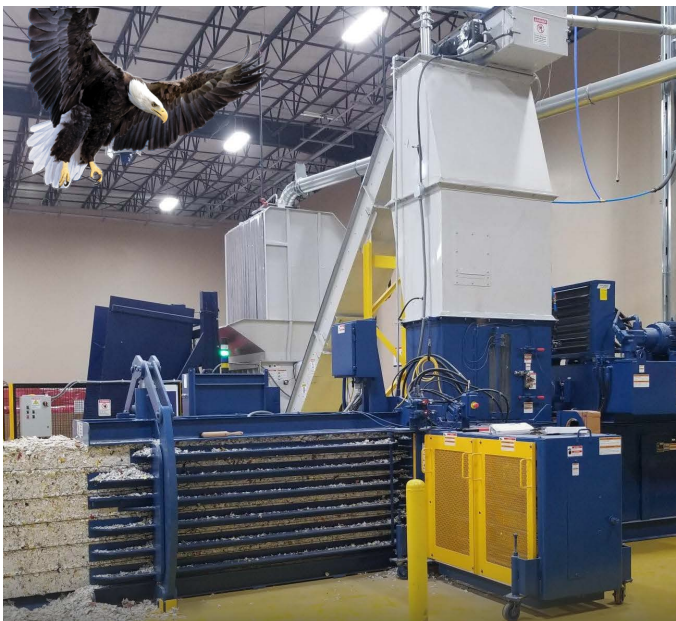
ABOUT THE AUTHOR



Giorgio Spadoni, President of OMTRA Srl Società Benefit

Reach him at
g.spadoni@omtra.com.

Established in Milan in 1956, OMTRA was the first company to introduce Information Governance, Secure Storage and Destruction services in Italy, for law firms, multinational companies, and international governmental bodies. After 65 years of promoting values related to the protection of the ecosystem and the community, it became the first Benefit company in its sector in Italy. Today, it offers innovative IG solutions, along with ITAD (IT Asset Disposition) for the reuse, recycle and donation; as well as ESG Advisory services to help clients measure their environmental, social and governance impact to improve their business models.



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IN IT TO WIN IT!

I-SIGMA 2023 CONFERENCE RECAP

This conference season we were “In It To Win It”, and this was exactly the type of enthusiasm you could feel from all attendees, exhibitors, speakers, and sponsors who joined us this March in Las Vegas, NV. Being our second in-person conference back since the pause of COVID-19, you could truly feel the excitement of collaboration, education, networking, and growth all around. This year, i-SIGMA shook things up a bit in terms of attendee offerings and layout. Between the new Topgolf Networking Event, Executive Leadership Luncheon, lively Keynote Jesse Cole, strong panelists and speakers, and ending with our infamous Truck Lot Party, this conference was one not to be soon forgotten. Take a look at some of the event highlights...



Sessions ranged in a number of topics to help grow one's business or become a stronger leader in the industry.

Attendees were able to attend a new pre-conference activity this year, Topgolf! The energy was high as people reconnected and mingled, all while testing out their best golf swings.





Attendees were able to learn the importance of building “Fans First”, straight from the energetic and inspiring Keynote Jesse Cole, Founder of the Savannah Bananas.



The bustling expo allowed for time to catch-up and discuss new opportunities.

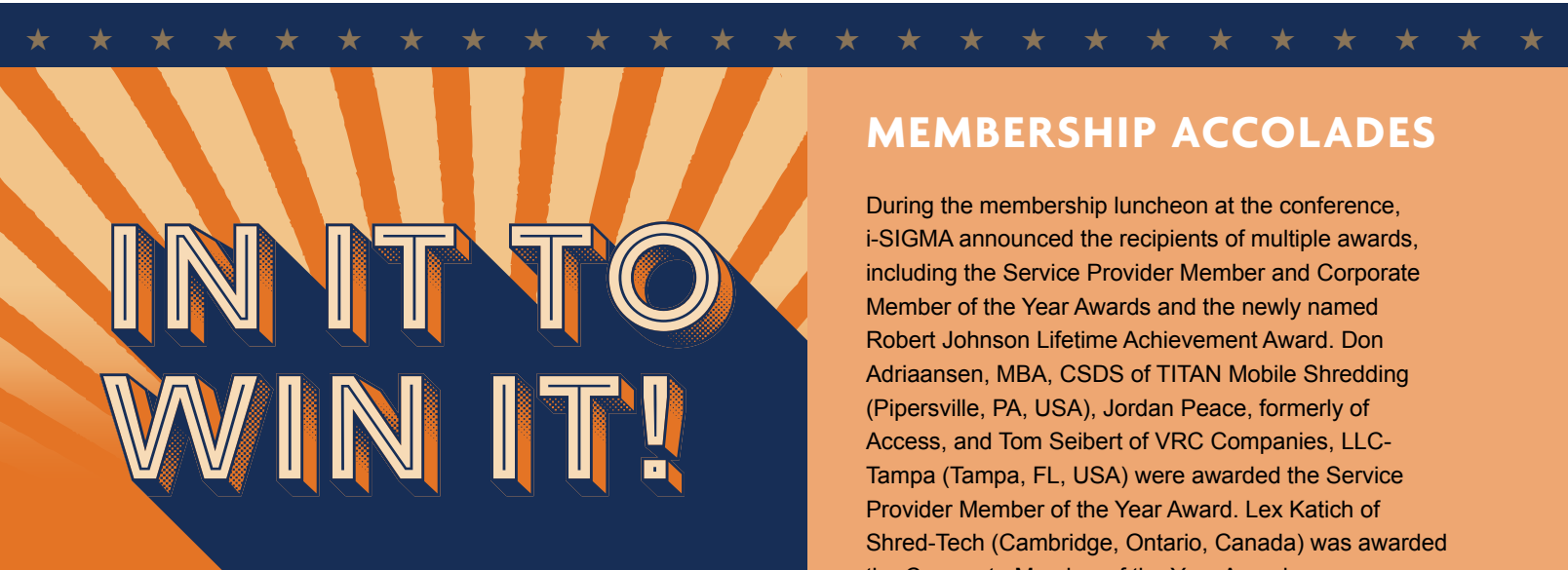


Attendees were able to look at various business solutions hands-on and get more information from exhibitors.

The Truck Lot Party was a perfect time to have some delicious food, drinks, and listen to some great music, while reflecting on conference memories and solidifying final business opportunities.



We can't think of a better place to kick back and reconnect with colleagues!



MEMBERSHIP ACCOLADES

During the membership luncheon at the conference, i-SIGMA announced the recipients of multiple awards, including the Service Provider Member and Corporate Member of the Year Awards and the newly named Robert Johnson Lifetime Achievement Award. Don Adriaansen, MBA, CSDS of TITAN Mobile Shredding (Pipersville, PA, USA), Jordan Peace, formerly of Access, and Tom Seibert of VRC Companies, LLC-Tampa (Tampa, FL, USA) were awarded the Service Provider Member of the Year Award. Lex Katich of Shred-Tech (Cambridge, Ontario, Canada) was awarded the Corporate Member of the Year Award.

i-SIGMA also acknowledged NAID founder and former Chief Executive Officer of i-SIGMA, Bob Johnson, who retired from the helm of the association this past year. Bob Johnson has dedicated his career to growing the secure data destruction industry and establishing industry operational standards in compliance with regulations. He has led by example, always striving to improve the quality of our services and the level of security we provide our clients.

Historically, the association has on occasion bestowed the President's Award upon individuals who have achieved substantial contributions of outstanding significance in their life, and few come close to matching the achievements of Bob Johnson. With that being said, the 2023 Lifetime Achievement Award recipient was Bob Johnson!

To recognize Bob's exceptional leadership and contributions to our industry, any future recipient of the "Lifetime Achievement Award" will now be known as the "Robert Johnson Lifetime Achievement Award." It is a representation for all the hardworking professionals in the information destruction industry who have a critical role in adhering to the standards governed by i-SIGMA to protect the confidentiality and privacy of our members' clients.

The first recipient of the Robert Johnson Lifetime Achievement Award was awarded to Patrick DeVries of DeVries Information Management (Spokane, WA, USA) for his stellar leadership and continual contributions to i-SIGMA and the industry.



The Membership Luncheon was a wonderful time to reflect on the past year and honor those who have truly made a positive impact within the association.



The logo features the text "i-SIGMA Impact Awards" in a gold, serif font, centered within a large, glowing gold circle. The background is a dark blue gradient with golden light rays and bokeh effects.

i-SIGMA[®] Impact Awards

The i-SIGMA Impact Awards, new this year, were created to better showcase and acknowledge the new and innovative products and services offered within the industry.

For its inaugural year, i-SIGMA is proud to have received multiple submissions, creating healthy competition in the following categories:

- **2023 i-SIGMA Data Destruction Impact Award**
- **2023 i-SIGMA ITAD Impact Award**
- **2023 i-SIGMA Operations Impact Award**
- **2023 i-SIGMA Security Impact Award**
- **2023 i-SIGMA Information Governance Impact Award**

We congratulate all our winners. Their award-winning products are showcased over the next several pages.



Data Destruction Impact Winner

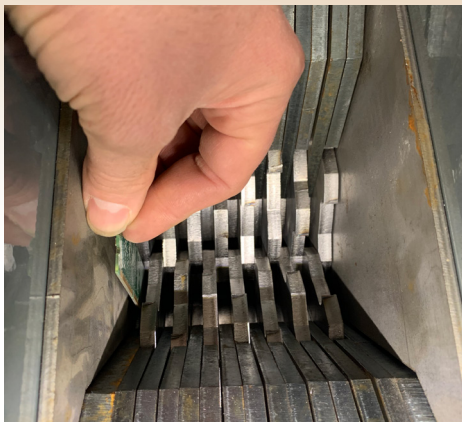
Ameri-Shred Corp.

Product Name:

M.2 SSD & Other Small Media Shredding Solutions

Product Description:

In the past, M.2 and other small data bearing devices could pass through some SSD shredders with minimal to no damage if fed improperly. With increased need for destruction of these items, Ameri-Shred developed precision clearance cutterheads that ensure the destruction of M.2 SSDs and other small media.



BY:





ITAD Impact Winner

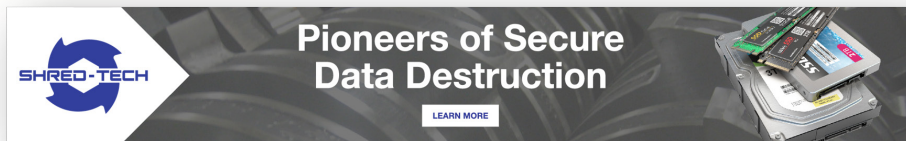
Shred-Tech

Product Name:

ITAD Platform

Product Description:

This ITAD Vertical initiative impacts the industry with a complete solution for providers to expand their revenue streams with solutions that will allow them to further expand their operations to service multiple ITAD requirements. Shred-Tech began this initiative focused with adding an option to our mobile shred trucks for a self-contained mobile Dual Chamber HD/SSD Data Shredder. Upon completion of this phase, we then teamed up with a major software company to co-develop a dedicated HD/SSD/Tape/Circuit Board (DBD-Data Bearing Devices) mobile shredding truck model which includes a conveyor and scanning system, fire suppression, security cameras and systems, alarms, a dedicated operator space with controls (climate controlled) and other. This development then leads us into the direction of in-plant based systems to further extend the ability of the provider to expand their opportunity to move in to the E-Waste platform of ITAD. The designed systems will allow the providers to shred and recycle the likes of cell phones, monitors, computers, and towers. At this point in time, batteries must be separated to minimize the risk of fire. We then developed an in-plant shredding system of a “sealed aqueous shredder” design, patent pending, to allow the destruction of all types of E-Waste with batteries included along with all other types of batteries including EV and Li-ion from all consumer and recreational sectors. The focus of ours has been on “End-of-Life” (EOL) cycle and combinations of any of these systems will allow the provider the opportunity to scale their operations to their expertise and abilities, all from a single provider.



BY:





Operations Impact Winner

ShredMetrics, LLC

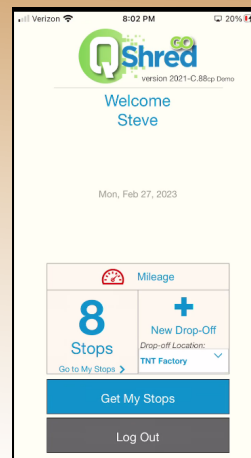
Product Name:

Q-Shred Mobile App Upgrades

Product Description:

“Operations” is all about managing a business so it runs as efficiently and profitably as possible. In this context, ShredMetrics nominates “Improvements to the Q-Shred Mobile App” as a High Impact Innovation in the Operations category.

Managing remote field operations is full of known challenges. The Customer claims a bin was missed... but the Driver swears they serviced it. The Driver says they pick the most efficient route, but the fuel bills seem too high. And sometimes the Driver jots down notes to turn in at the end of the day... but sometimes not. The Q-Shred Mobile App addresses all of these situations, and more.



BY:

ShredMetrics, LLC



Security Impact Winner

Bins4 Shredding

Product Name:

The ShredVANTAGE™

Product Description:

This alternative console was designed to increase security and remove the chance of breaching a container to gain access to confidential information. Many features were included to make this is superior to any on the market. This gives both the shredder and the end-user piece of mind.

- The lid of the ShredVANTAGE™ engages below the rim of the body so no one will be able to pry open the unit.
- Additives have been included in the manufacturing process for added strength and the body cannot be flexed or manipulated to gain access.
- There are 3 engagement points to secure the lid around the entire surface.
- The tapered receiver plate is metal to ensure consistent locking for years to come.
- A paper deflector has been added so no one can see any documents within the container.
- The container cannot be overstuffed and paper cannot be accessed once deposited in the unit until the lid is opened using the appropriate key.
- ShredVANTAGE™ consoles do not have hinges that can become damaged due to overstuffing, causing a unit to fail.
- There is no door or latch that can be bypassed to open the unit.



BY:





IG Impact Winner

CSR Privacy Solutions, Inc.

Product Name:

uRISQ

Product Description:

Impact is defined as having a strong effect on something. We feel uRISQ is an Innovation that will help impact the industry and help i-SIGMA Service members innovate and enhance their service offerings. uRISQ innovates how small to medium size businesses achieve regulatory compliance in regard to data privacy and data security. Locking the doors and keeping all the data behind lock and key is no longer a reality. In today's business ecosystem, data is collected, stored, and transferred at rates that outpace what the small to medium size businesses (SMBs) can protect.

The uRISQ platform is the privacy compliance suite that allows the small to medium size business to take leaps ahead of this data flow. uRISQ's five independent modules allows a business to institute and manage necessary controls to decrease their risk of data loss. Each module serves a direct purpose in controlling the business' risk(s).



BY:



The Light Lift of Leaning In

How Shredding Companies Can Generate Revenue by Adding ITAD Services

by: Nathan Campbell



In today's digital era, data security has become a top concern for businesses of all sizes. With the rise in electronic devices and the need for secure data disposal, shredding companies have an excellent opportunity to expand their services by incorporating Information Technology Asset Disposition (ITAD). Combine that with the key benefits of holding NAID AAA Certification and you have a slam dunk for an additional revenue stream. This article explores the potential benefits of offering ITAD services and provides insights on how shredding companies can lean into this growing market to foster business growth.

1

Understanding Information Technology Asset Disposition (ITAD)

ITAD refers to the secure and environmentally friendly management of retired or obsolete electronic equipment. ITAD companies often handle sensitive data-bearing devices wherein compliance with data privacy regulations is crucial. It involves the complete lifecycle management of IT assets, **including data erasure, equipment recycling, refurbishment, and responsible disposal**. By adding ITAD services, your shredding company can diversify its offerings and cater to the increasing demand for comprehensive data protection solutions.

2

Leveraging Existing Infrastructure

Shredding companies already possess a solid infrastructure for handling secure document destruction. By integrating ITAD services, you can leverage existing operational capabilities, such as secure facilities, transportation logistics, and compliance expertise. NAID AAA Certified ITAD companies are required to document and implement policies and procedures and already meet many of the chain of custody requirement protocols. This allows for a seamless transition into providing secure IT Asset Disposal solutions and enhances the reputation and credibility of ITAD providers in your markets.

3

Building Trust through Data Security

Data security is a significant concern for businesses when disposing of electronic devices. Shredding companies have a unique advantage in this regard, as they are already trusted providers of secure document destruction. By expanding into ITAD, they can offer end-to-end data security solutions, **including NAID AAA Certified overwriting, degaussing, and physical destruction of electronic media**. This comprehensive approach builds trust among clients and **positions your shredding company as a one-stop-shop for secure data disposal**. By prominently displaying the NAID AAA Certified logo on your marketing materials and website, you can showcase your dedication to excellence and instill confidence in potential clients.

4

Environmental Sustainability

ITAD services align with growing environmental consciousness and regulatory requirements. Shredding companies can extend their commitment to sustainability by incorporating responsible e-waste recycling and disposal practices into their service offerings, either directly or through partnerships. Proper disposal of electronic devices helps prevent hazardous materials from entering landfills, contributing to a cleaner and greener future.

5

Market Expansion and Client Retention

Adding ITAD services also allows your business to broaden its client base and cater to a wider range of industries. Businesses that require secure document destruction often have electronic assets to dispose of as well. By offering both services and providing comprehensive data protection solutions, your shredding company can capture a larger share of the market and increase customer loyalty. Why wouldn't you want to further develop your relationships and cross sell into newer segments of business.

6

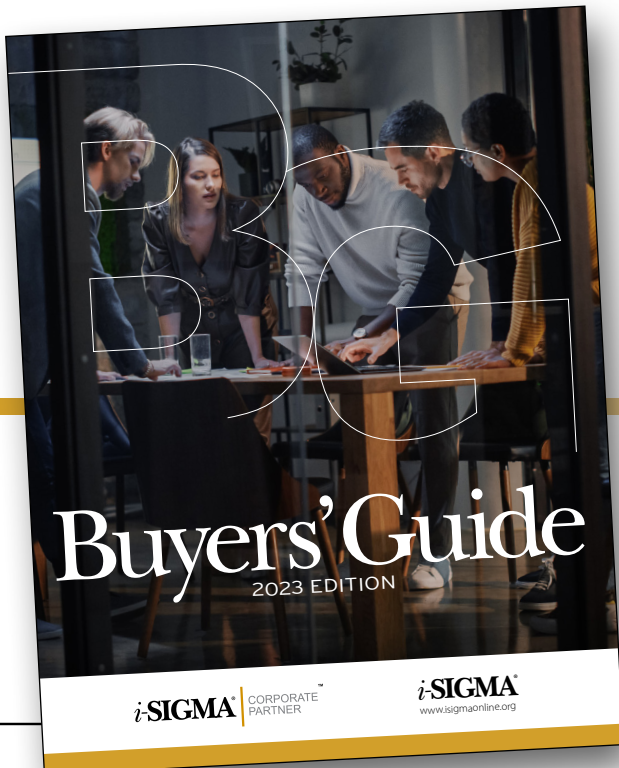
Strategic Partnerships

One simple method to increase your competitive advantage and client trust as you enter the ITAD segment is to consider forming strategic partnerships with IT service providers, technology manufacturers, and recycling organizations. These collaborations can help expand service capabilities, improve efficiency, and tap into new client segments. Joint marketing initiatives and referrals can further amplify business growth opportunities.

Conclusion

The integration of ITAD services to an existing secure shredding operation presents a significant avenue for business expansion. By diversifying your offerings and addressing the growing demand for secure IT asset disposal, you can capitalize on your existing strengths, enhance client trust, and tap into a wider client base. Embracing the ITAD market not only supports business growth but also contributes to data security, environmental sustainability, and client satisfaction. Also, by leveraging NAID AAA Certification in the process, you can increase industry and market recognition, ensure compliance with regulations as well as assure clients of stringent data

Find What Your Business Needs



The i-SIGMA Buyers' Guide is a handy directory of information destruction product and service suppliers.

These companies invest in our industry and are, therefore, dedicated to supporting the success of your business.

Make sound business decisions - support vendors who support the industry.

Use the Buyers' Guide

Find Products & Services at
www.isigmaonline.org

i-SIGMA CORPORATE PARTNER™

security measures, employee training, and third party auditing as well as achieve a competitive advantage.

With careful planning, partnerships, and a commitment to excellence, a shredding company like yours can position itself as a trusted provider of comprehensive data protection solutions, including ITAD, in this growing digital age. It's time to lean in to the opportunity.

Contact the i-SIGMA Certification Department today to learn more about our NAID AAA Electronic Erasure Certification Endorsement: certification@isigmaonline.org

ABOUT THE AUTHOR



Nathan Campbell is the CEO of i-SIGMA.

Reach him at:
ncampbell@isigmaonline.org



SHREDDING NEWS

ISSUE# 3

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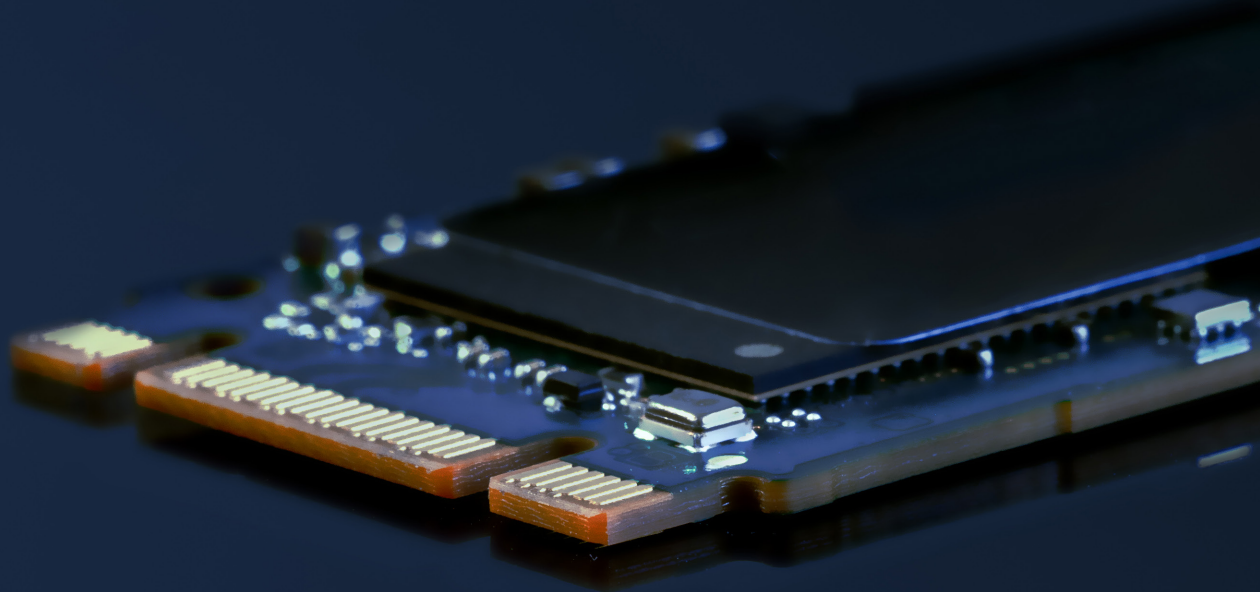
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The End of an Era:

What to do When it is Time to Destroy Your Solid-State Drives

By Robyn Roste





Solid-state storage devices have made storing and moving large amounts of sensitive data straightforward. In addition to their long lifespan and huge amount of storage space, solid-state drives (SSDs) are durable, energy-efficient, low cost, and fast at processing data.

In fact, the only real downside of a SSD is figuring out how to securely manage destroying the drive and data when it's time.

Some computers have integrated SSDs, which are not removable. In cases like this, you'll keep your data safe by encrypting it rather than figuring out how to destroy your entire computer. Without having the encryption key, it's impossible to recover data from the drive.

Once encryption is in place you can even reformat the drive so it can continue to be used, and your data will still be inaccessible without the passcode.

However, if your SSD is removable and you want to securely dispose of it, here's what you do.

How to dispose of a solid-state drive

The fundamental procedure to follow for physically destroying solid-state drives is destroy, verify, document. This three-step process ensures the data is unrecoverable and the device properly disposed of.

Destroy

Before SSDs existed, external hard drives were bulky and easily destroyed with a standard-size shredder or by drilling holes through the top. The data could be wiped through degaussing (applying a powerful magnet).

However, these methods don't work for SSDs. They don't store data magnetically like spinning hard drives do. Inside a SSD is a series of memory chips, and there isn't a clean way to clear data from it (even using a secure erase feature). SSDs are also small, averaging around 2.5", meaning even a six-millimeter shredder doesn't guarantee the drive will be completely destroyed.

To accomplish the complete and irreversible destruction of a SSD, you'll need to literally pulverize it using a two-millimeter commercial-grade shredder. The pulverization process leaves behind a pile of finely milled dust with no identifiable or recoverable information.

For an extra layer of protection in the data-destruction process, you can then smelt the SSD remnants. This exposes the dust to extreme high temperatures and melts all material.

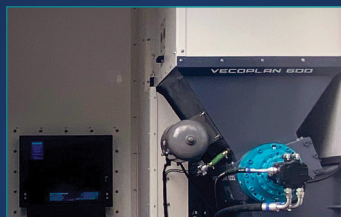
Whenever it comes to destroying sensitive data, the destruction process should be handled by certified professionals with expertise in SSD identification and information destruction. Locating a SSD within a device can be challenging as they're often enclosed inside or attached to other components and easily overlooked. Bringing in professionals for this process ensures that no SSD goes unnoticed during the destruction process, reducing the risk of data breaches from improperly discarded SSDs.

EASY DOES IT.

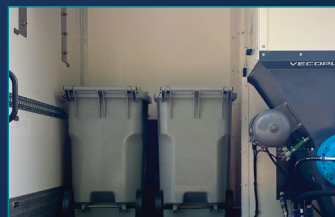


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Verify

If physical destruction is done incorrectly or if a SSD is missed and a device discarded with it partially intact, the data stored within the SSD could potentially be accessed and compromised.

Therefore, once the physical destruction process of shredding and smelting is complete, it's now time to verify that the data is irrevocably obliterated. This is accomplished by trained professionals who inspect the remnants and other devices in order to confirm that nothing has been missed.

The importance of this quality control measure in the destruction process cannot be overstated! Partial or full data breaches can occur if SSDs are discarded without the data destruction being confirmed. This process also ensures the destruction process complies with the current standards.

It's also a good idea to conduct regular audits and inspections of the machines used in data destruction. This helps retain confidence in the process and maintain the high standards required in secure data destruction.

Maintaining best practices, properly destroying sensitive data, and verifying completion upholds the highest standards of data destruction.

Document

Documenting the destruction process and results is the final step of the physical destruction process. However, documentation should be happening at the outset of the project too.

Before embarking on the destruction process, provide your data controller with a detailed written description of the planned destruction method. This document serves as a record for the agreed approach, ensuring all parties are aware of and in alignment with the plan.

It is also important to document the serial numbers of the SSDs slated for destruction. This allows for the SSDs to be tracked through destruction and verification, ensuring all devices are accounted for at every stage of the process.

Once the SSD is destroyed and verified, return the documented serial numbers to the data controller. This signals the conclusion of the destruction process.

Providing evidence of device destruction through documentation demonstrates compliance with the physical destruction process and its completion. Documentation also allows auditors and regulatory bodies to verify that the destruction process followed best practices and industry standards.

By documenting physical data destruction processes, organizations demonstrate their commitment to handling the physical destruction of SSDs with the utmost care, accountability, and transparency.

NAID AAA Certification

Obtaining NAID AAA Certification signals your commitment to high standards of data security and regulatory compliances. Globally, it's the most recognized and accepted verification of data destruction qualifications with the most robust standards.

Requiring and obtaining certifications from reputable industry sources such as i-SIGMA allows organizations to instill internal and external trust by demonstrating adherence to industry best practices and rigorous standards of secure data destruction and disposal including regular maintenance audits.

Certification provides proof that a destruction service provider has undergone a thorough evaluation process of their procedures, equipment,



destruction, verification, and documentation methods. This validates that the service provider possesses the necessary expertise and resources to effectively carry out, verify, and keep documentation of proper SSD destruction, ensuring the protection of sensitive data.

Physical destruction of SSDs is a fundamental pillar in the realm of data privacy and protection. Prioritizing the adherence to and maintenance of the highest possible standards of physical data destruction is crucial in ensuring that no identifiable information can be recovered from discarded SSDs.

>>> Find a SSD Disposal Firm Today

iG

ABOUT THE AUTHOR



Robyn Roste is a professional writer living in Canada.

Reach her at
www.robynroste.com



MEMBER NEWS

Bins4 Shredding Announces Secured Title and Ownership of Several All Source Security Container Products

March 2023 –Bins4 Shredding, an i-SIGMA Corporate Partner Member, is pleased to announce that we have successfully secured title and ownership of several products and molds originally held by All Source Security Containers.

This means we will be relaunching the Duraflex and Lockjaw® that many shredders have loved and been using for several years.

We have also created a partnership with IPL Plastics and are now the exclusive supplier of these document destruction carts with the option of 2-wheel, 4-wheel, hasp or Lockjaw® system.

These products will all be available to view at this year's i-SIGMA conference in Las Vegas.

About Bins4 Shredding:

Bins4 Shredding is an innovative manufacturer with well over 100 years' combined experience in design, production and distribution of collection containers worldwide. Our team understands what works for businesses, small and large, and how to make our customers happy. Bins4 Shredding is here to help our customers grow their business through quality products, industry knowledge and affordable prices. Visit bins4shredding.com for more information.



Avis Recycling & Waste Division Announces Organization Changes

Upland, IN/Cordele, GA – With mixed emotions, the Recycling & Waste Equipment Division of Avis Industrial Corporation announces the retirement of Dave Kowaleski, president and general manager of American Baler Company, i-SIGMA Corporate Partner Member Company, effective this June.

On behalf of the Division we extend our best wishes to Dave and are profoundly thankful for 47 years of dedicated service and leadership at the only company he ever called home.



As we continue to integrate the three baler companies within the Recycling & Waste Equipment Division and concurrent with Dave's retirement the following organization changes are announced:

- Nate Kuhl is named general manager, American Baler and site leader, Bellevue Ohio operations. Nate previously served as plant manager, American Baler and has been with the organization for 15 years.
- Roger Griffin – president and general manager, International Baler Corporation (IBC) is named to an expanded leadership role as site leader, Baxley Georgia operations while continuing in his leadership role for IBC.
- Jerry Lott is named site leader, Cordele Georgia operations. Jerry previously served as plant manager, Harris Cordele and has been with the organization for 4 years.
- Mary Johnson is named director, Inside Sales and Order Administration. Mary previously served as general manager, Harris Baxley, GA operations and has been with the organization for 30 years.
- All of the roles will report directly to DJ VanDeusen, president, Harris and Recycling & Waste Equipment Division and will support Mark Murphy, vice president Manufacturing and Supply Chain and Gordon Hill, vice president Commercial Operations as they identify opportunities to leverage best practices and maximize capacity across the 4 operating locations.

“While it’s bittersweet to have Dave move on to a very well-deserved retirement, I am excited to have the team in place across our operating locations to ensure our customers benefit from the breadth of solutions that we have to offer and our ability to expand our capacity for reduced cycle times.” says DJ VanDeusen.

The three companies comprising the Recycling & Waste Equipment Division have been in business for 289 years combined, offer unmatched recycling and waste compaction solutions, operate four manufacturing locations and support the largest global installed base of balers for recyclables. The combined product offering of the Division includes single-ram, horizontal, two-ram, ferrous and specialty balers, scrap metal and automobile shear/baler/loggers, heavy-duty shredders and high-volume waste and scrap compactors.

Based in Upland, Indiana, Avis Industrial is a privately held industrial holding company. Through its 11 wholly owned subsidiaries, each trusted brands in their sectors, Avis is an innovative and diversified global supplier of quality products and creative solutions.

NetGain Acquires Suits Social

The acquisition makes NetGain the largest full-service agency in Central Ontario

(Barrie, ON)
– NetGain, an
i-SIGMA Corporate
Partner Member,



announces the acquisition of Suits Social, a social media agency. “We’ve been seeking to acquire regional agencies that share our ‘client first’ ethos and a commitment to delivering best in class marketing. We found that in Suits Social,” commented Craig Busch, partner at NetGain.

Tom Ambeau, Managing Director of NetGain said, “The Suits Social acquisition adds breadth to our organization and is another step towards consolidating the regional agency market. We will continue to lean into this strategy going forward,” added Ambeau. The acquisition is the second in recent months for NetGain following the purchase of Gel, a brand marketing agency, in February.

“The Suits Social team is excited to join forces with one of the fastest growing agencies north of Toronto”, commented Darren Cabral, founder and CEO of Suits Social. “We bring 7 years of specialized social media marketing, advertising, and management experience. Coming together with NetGain means more resources, expertise, and an exponential increase in capacity to better serve our clients.” added Cabral.

ABOUT NETGAIN:

NetGain is a digital marketing agency specializing in search engine optimization, digital advertising, and website development servicing small and mid-sized businesses throughout Canada and the United States. Founded in 2008, and headquartered in Barrie, Ontario, NetGain has grown into one of the largest digital agencies in the region.

netgainseo.com

ABOUT SUITS SOCIAL:

Suits Social is a social media marketing agency, leveraging social media and paid advertising to help forward-thinking brands generate ready-to-buy leads and convert those leads into paying customers. The agency was founded in 2016 by Darren Cabral and has clients in the U.K., Canada, and the U.S.

suitsocial.com

Contact: NetGain

Tom Ambeau, Managing Director

Office: 705-797-2455

Email: tom@netgainseo.com / tom@gelagency.com

NetGain Acquires Brand Strategist Gel Agency

Company has designs on becoming the largest full service agency in Central Ontario

(Barrie, ON)
– NetGain, an
i-SIGMA Corporate
Partner Member, is



pleased to announce the acquisition of Gel Agency. Integrating the branding, web design and creative services expertise of Gel with NetGain’s digital marketing, SEO and SME capabilities, the company is well positioned to become the largest full service marketing agency in the region. Combined, NetGain’s team of 15 people work remotely and out of the company’s head office in Barrie.

The acquisition is the second in the last three years for NetGain following the purchase of hosting and domain assets from Larche Communications in May 2020. NetGain owners, Craig Busch and Drew Dekker, will continue to pursue new opportunities for the company, through organic growth and also strategic acquisitions. With this most recent addition to NetGain, Tom Ambeau, founder and owner of Gel, will lead the combined agency in his role as Managing Director. “I’ve been advocating

for the consolidation of the small agency market in this region for many years. It's exciting to see NetGain leading the effort," said Ambeau.

"We are excited to have Tom and his team join NetGain," commented Drew Dekker. "Gel has a complementary set of creative skills that will add value to our existing client relationships. Gel is a strong regional brand with a reputation of being very client centric."

"We've already been able to unlock value from the acquisition," commented Ambeau. "In the case of new business we recently won, we were able to demonstrate and leverage the core capabilities of both companies to offer the complete range of marketing services the client was looking for."

NetGain will explore how best to integrate the Gel brand into its go-to market strategy in the coming months. "We are in the midst of examining NetGain's offerings in terms of how we present our various services to the market and under what brand," added Ambeau. "The Gel brand has a good deal of equity so we want to make sure we leverage it where we can."

ABOUT NETGAIN:

NetGain is a digital marketing agency specializing in search engine optimization, digital advertising, and website development. NetGain specializes in servicing small and mid-sized businesses throughout Canada and the United States. Founded in 2008, and headquartered in Barrie, Ontario, NetGain has grown into one of the largest digital agencies in the region.

netgainseo.com

ABOUT GEL:

Gel was founded in 2005 in Barrie, Ontario, and specializes in providing creative services to small and mid-sized businesses and not for profit organizations throughout Ontario. The company has evolved into a brand strategy and marketing communications agency leveraging the creative intelligence of its team of designers, developers and strategists.

gelagency.com

Contact: NetGain

Tom Ambeau, Managing Director

Office: 705-797-2455

Email: tom@netgainseo.com / tom@gelagency.com

DHS Unveils New Total Recall Envision Version 5.2 – Win More Business, Enhance Your Client Experience, and Improve Cash Flow

DHS Worldwide
Software Solutions,
an i-SIGMA Corporate
Partner Member,



recently unveiled its most innovative Total Recall Envision Software Release to date, Version 5.2, at the 2023 i-SIGMA Conference in Las Vegas, NV. Total Recall Envision 5.2 boasts scores of new features, specifically crafted to help records and destruction management organizations win more business, enhance customer satisfaction and retention, boost route profitability, and expedite cash flow.

"This latest release is a testament to the collaborative partnerships we've built with our customers," says Richard Wisser, Vice President of Sales at DHS Worldwide, "Through working closely with numerous industry leaders, TR Envision 5.2 redefines what it means to operate a modern and thriving records management and secure shredding business."

Total Recall's Sales CRM allows sales teams to effortlessly manage leads, generate intuitive quotes, and evaluate performance. Version 5.2 introduces a cutting-edge sales quoting calculator to streamline and automate the quoting process. Innovative pricing features include zone-based pricing by service address, conditional pricing (e.g., ground floor access, stairs), and predetermined volume-based price breaks. Total Recall also provides the creation and deployment of e-marketing campaigns to maximize reach and increase brand awareness. All-new sales metrics deliver real-time, actionable insights to help stay ahead of opportunities and assess the health of sales processes.

The new Customer Onboarding process in Total Recall Envision 5.2 offers a modern, repeatable solution for a long-standing task. With just a click, new customer accounts are created, complete with agreed-upon pricing, contact setup and auto-enrollment for web login, welcome marketing emails are sent to the customer and service orders are ready for dispatch.

With a focus on profitability, Total Recall Envision 5.2 introduces tools to enhance route density. A new route lookup feature enables operators to swiftly identify nearby scheduled stops within a defined radius, facilitating new order route placement and scheduling. New metrics offer a clearer view of route profitability, calculating both revenue and operational costs (e.g., fuel, labor, time).

Total Recall Envision 5.2 also brings innovative billing and invoicing features, including automatic late fees and convenient auto-bill processing charges. In addition to automated credit

card processing, operators can now offer their customers ACH payment options. Scheduled AR collection emails can be sent for all outstanding invoices, helping increase cash flow.

For a complete list of new features, DHS users are encouraged to review the latest revision documentation accessible from the Help menu – Documentation in the Total Recall software.

About DHS Worldwide Software Solutions

DHS Worldwide is a leader in information management technology for commercial, corporate, and governmental organizations. Over 1500 RIM operations around the globe have trusted Total Recall software by DHS Worldwide. The Total Recall software suite of products includes Records Management, Secure Destruction, Data Protection and Digital Imaging offerings. For over 29 years, DHS has empowered organizations to succeed by providing innovative solutions and industry expertise.

Patriot Shredding Achieves Significant Growth in Business with Total Recall Envision

Patriot Shredding, a shredding company in the Washington, DC area, faced challenges



in their route operations and sought ways to optimize their routes, increase revenue, and maximize capacity. To achieve these goals, Patriot Shredding partnered with DHS Worldwide Software Solutions, an i-SIGMA Corporate Partner Member, and upgraded to Total Recall Envision, a software solution that streamlined sales, customer service, billing/collections, and route management.

Total Recall Envision's scheduling and route optimization tools allowed Patriot Shredding to create the densest and most profitable routes possible. The built-in scheduling calendar provided insights into their capacity, while the dispatching application enabled necessary adjustments to optimize routes as a whole.

As a result, Patriot Shredding reduced the number of scheduled client routes by over 20% without changing the number of stops, leading to a 35% increase in profit. They added a total of 299 new routes for the year—increasing their capacity for service by 34%.

In summary, Total Recall Envision created an additional 134 hours of availability per 4-week cycle, equating to an additional 1,700 hours per year without investing in more trucks. Patriot

Shredding can now generate 36% more revenue per route with only a 3% increase in service time. The software solution helped streamline their route operations, increase revenue and capacity, and realize an additional half a million dollars in profit.

Grant DiGioia, Owner/Operator at Patriot Shredding, expressed his satisfaction with Total Recall Envision's impact on their business: "DHS sold us on the idea that our relationship would be a true partnership, and they have absolutely delivered on that promise. We appreciate that DHS really listens to us and strives to deliver a smart solution to common challenges we all face in running a shredding business. Our operations (and bottom line) have greatly benefited from DHS's strong focus and commitment to our industry. We look forward to working with them for many years to come."

By leveraging the scheduling and route optimization tools, Total Recall Envision allowed Patriot Shredding to reduce routine scheduled client routes, add new routes, and create additional hours of availability without investing in additional trucks. The software solution has streamlined their operations and achieved significant growth in their business. To read the entire case study, [click here](#).

About DHS Worldwide Software Solutions

DHS Worldwide is a leader in information management technology for commercial, corporate, and governmental organizations. Over 1500 RIM operations around the globe have trusted Total Recall software by DHS Worldwide. The Total Recall software suite of products includes Records Management, Secure Destruction, Data Protection and Digital Imaging offerings. For over 29 years, DHS has empowered organizations to succeed by providing innovative solutions and industry expertise.

About Patriot Shredding

Patriot Shredding was founded in 2010 by Grant DiGioia, a Maryland local who had a vision to create a company that surpassed the service expectations of its customers and outperformed competitors in all areas. After nearly a decade of work, Patriot Shredding is the fastest-growing independent shredding company in the DMV and has built a reputation for service excellence and reliability supporting clients across all industries including Fortune 100 companies. To learn more about Patriot Shredding, visit their website: <https://patriotshredding.com/>



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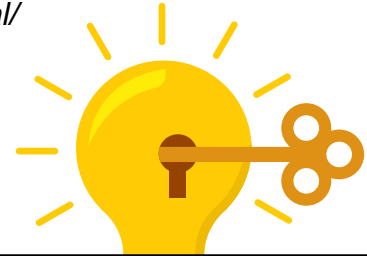
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