Workwear & Uniform Destruction

Why is it so important?

With over 350,000 tonnes of textiles sent to landfill each year, SecureBrand ensures your end-of-life workwear is sustainably re-purposed into various further-life products. Leaving end-of-life branded material in unsecure locations can lead to unfortunate criminal activity. The SecureBrand process protects against your branded materials from getting into the wrong hands.

What if we don't implement a secure process?

One of the most effective ways to protect your IP is to ensure its secure destruction when it is no longer needed. Failure to do so can lead to breaches, which can have serious consequences, including reputational damage, financial losses, and regulatory fines.

- *0% to landfill policy*
- *Unique process of shredding & remanufacturing*
- *All items we collect are securely destroyed in the UK*
- *Protects against impersonation breaches*

By implementing Avena's secure destruction and remanufactuing process, you ensure that your end-of-life uniform, textiles and workwear is in safe hands, avoiding risks of impersonation attempts and breaches whilst helping the environment.



SECUREBRAND

Staytite

Workwear & Uniform Destruction

Security



We take security seriously at Avena. We are always looking to improve our systems to ensure we are always providing the most secure service. We perform DBS checks on all our customer service representatives.

We drive unmarked vehicles fully installed with 24/7 CCTV and satellite tracking for your security.

- Accredited with ISO 9001
- High vetting standards
- We always provide a certificate of destruction

Environmental

While security is always our focus, we take great pride in continually working towards enhancing the value of your brand through sustainability.

All our working procedures are designed to help positively contribute to our environment, via working to create a circular economy.

- Accredited with ISO 14001
- Via a unique sorting process, we can segregate prior to shredding in order to maximise re-purposing opportunities
- Supporting clients to achieve their Net Zero targets



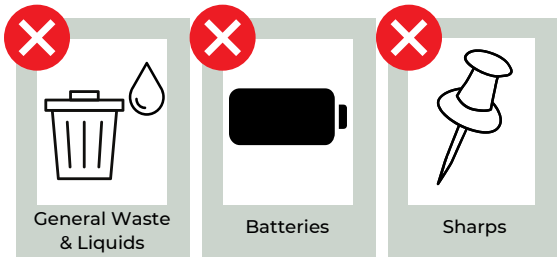
What can go in the unit?

CLOTHING & TEXTILE ITEMS INCLUDING:



What cannot go in the unit?

ITEMS INCLUDING:



ALL ITEMS MUST BE SECURED IN SACKS BEFORE PLACING IN BIN | NON-TEXTILE ITEMS MUST HAVE PRIOR APPROVAL

Securing The Future