



Greenway Recycling is a full service waste paper recycling company that has been using Creative Information Systems' SMSTurbo since 2013.

INDUSTRY

- Recycling

PREVIOUS PROCESS

- Manual Scale Ticketing

SOLUTIONS

- SMSTurbo
- Unattended Ticketing
- Unattended Kiosks
- Video Image Capture
- Account Interface to Sage 100

PROBLEM

Greenway Recycling (GR) is a small operation with only two full-time administrative employees. They wanted to grow business while maintaining a small team with minimal overhead.

They were using a manual weigh-in system. The weigh-in was managed by the driver who would get a punch card at weigh-in and weigh-out. There were two major issues with this system.

The first issue was they were relying on the driver to submit the transaction receipt on weigh-out, and identify the dropped off material. Eric, GR's Business Development Manager, estimates that 4-5 of these transactions were lost per month. The second major issue was the time lost. Eric estimates he would spend 2-3 hours a day on administrative work around inputting the transactions receipts.

In order to grow with this system, GR would be required to hire a full time person to manage the scales.

SOLUTION

Greenway Recycling started to use SMSTurbo back in 2013. The product helped them solve the two major issues.

With SMSTurbo they have an unattended system. Every truck that enters the yard is tracked with RFID tags and weighed on an inbound scale. When the driver enters the yard, the event is logged and a photograph is taken of the driver and their truck. Leaving the yard, they are weighed on an outbound scale, a receipt is printed, and an invoice is automatically emailed to their company. This eliminates lost transactions as well as the need for manual data input. GR is no longer counting on the drivers to identify the materials.

The time a truck is in their yard has been reduced from 8-9 minutes down to 5-6 minutes. Now more trucks can be in their yard in a day, allowing for more transactions. They also utilize one of the SMSTurbo accounting interfaces, Sage 100 ERP which has increased billing efficiency and reduced human errors. "Sending live, on demand invoices has become a real big selling point to our customers," Eric said.

RESULTS

- **MONEY IN YOUR POCKET** - With SMSTurbo, a reduction in lost tickets and no need for a fulltime scale attendant means money back in your pocket. Greenway Recycling is generating more revenue while saving \$40,000-\$60,000 per year thanks to SMSTurbo.
- **GROW WITH SMSTURBO** - Less work and more transactions means you can grow your bottom line. Greenway Recycling grew daily transactions from 80-100 to 130-180 in under 3 years, while decreasing overhead costs.



Support has always been exemplary and we are very sensitive here to great customer service, both giving and receiving.

*Eric Wentland, Business Development Manager,
Greenway Recycling, LLC*

