



IT'S IN THE BAG

THEY SAY THAT ONLY TWO THINGS ARE CERTAIN IN LIFE - DEATH AND TAXES. OR TO PUT IT ANOTHER WAY, YOU'LL NEVER GO HUNGRY IF YOU'RE AN UNDERTAKER OR AN ACCOUNTANT.

STORY: PHIL MARTIN

However, you can probably add a third profession to that shortlist – rubbish collection. After all, Australians generate millions of tonnes of refuse annually and it's only getting more difficult and expensive to get it carted away and disposed of.

That's why Tony Berry of Tidy Up in the Perth suburb of Willetton reckons he's onto a good thing.

"We're certainly riding the wave of the WA economic boom but with or without it, we'd have a strong business. Legislation around waste

disposal is only getting tighter and there's a greater call for professional companies like us."

Despite the volume of work, it is a very competitive business. That's why Tidy Up has positioned itself a little differently.

"We are a waste disposal company without bins. That's our unique angle. While most other companies will just deliver a skip and wait for you to fill it, we use bags and we'll even provide uniformed employees to collect the rubbish and take it away for you," he said.

"Our clients range from residential customers who want to get rid of garden waste right through to commercial clients who have that surplus that the council can't pick up."

The beauty of the bags, which resemble a wool bale on a steel frame, is that they can be set up anywhere, quickly and easily. The offer of hired help to clean up has been so popular with residential customers that the business has grown to offer tree removal and stump grinding services.

These little extras are what Tony calls "the two percenters" that make a difference to the success of his business. Another is his



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new Mercedes-Benz Atego. It was bought to replace a 2002 ex-demo model 1623.

"The previous model was very good. Because we're only short-haul, we only do around 60,000 kilometres a year but the engine's hours are high because of the amount of static work they do.

"The new 1623 Atego has the automated transmission and carries our rear-loading 17 cubic metre compactor. We use it all day and we're really chuffed with it," Tony said.

So why did he go for the 'Benz in the first place?

"Before we bought the first Atego we were running an old Acco and the maintenance was killing us. We worked out that the amount we were paying on maintenance equalled the lease payments on a new truck and we never looked back from there.



"One of the main reasons we went for the Atego was the service intervals; they're about four times as long as the Japanese competition. It's all about downtime for us; that's more expensive than anything else. Scott Sinnamon and Ian Kiddie at Diesel Motors have been fantastic; their after-sales service is second to none."

"The Mercedes-Benz brand also brings a lot of goodwill to the business. People trust us to be there on time, every day and the brand and professional look of our truck is an important part of that."

A Nissan Patrol pulls a tandem axle trailer when things get busy, which is most of the time.

Tony took over the business from father Desmond, who started things in the mid 70s and says that in the last 6-7 years the business has "really started to stand up and work for us rather than us working for it."

"We eventually want to split into two divisions - tree services and waste disposal - and that's where our next truck will come along."

"Then the next plan would be to cover the entire city of Perth. However we like to keep things tight and under control, so that's all in the future for now..."

Delivered by: Scott Sinnamon
Diesel Motors Trucks
Photography: Greg Keating

