



## Press Release

For Immediate Release: 1<sup>st</sup> October 2012

# Construction Companies' Latest Weapon Against Inefficient Waste Practises

October 2012 brings the launch of a powerful new smart phone application designed to make the construction industry's site waste practises cleaner, safer and more environmentally sustainable and to enable a sharper focus on cost efficiency.

Developed in Harrow, Middlesex by construction waste management company ICWM Ltd, the app brings a greater degree of accountability to trade contractors. Its key feature gives site managers full control over the process of issuing non-conformance notices in the event their sub contractors fail to action their contractual obligations.

### **What is the biggest problem construction companies face when dealing with site waste?**

The lack of control over trade contractor processes poses the biggest problem when trying to enforce agreed KPIs and performance targets. With the event of the new app this problem is completely taken away and finally hands the power back to the construction company. All stages of the process are recorded and stored conveniently in the cloud, ensuring that no mistakes go unreported. Final analysis of a site's data then enables options such as the issue of non-conformance notices and provides further ways of driving efficiency.

**Matt Freeman, ICWM Ltd's Managing Director**, says: *"Without the ability to manage, track and collate evidence of what their trade contractors are doing (or not doing), construction companies are finding it increasingly difficult to enforce the environmental and contractual obligations they've agreed. This innovation solves that problem and provides more time to deliver their schemes."*

### **Construction companies can now see a brighter future on the horizon**

Creating a more accountable workforce will ensure that the public enjoy a cleaner environment. It means that waste streams are dealt with diligently, and materials are removed from site and recycled correctly. Waste recycling and disposal budgets are created with greater knowledge, and empowerment to keep within them is assured.

The industry will also welcome the news that the app naturally eradicates the need for paper, provides real time data and, of course, is fully auditable. Everything about it is geared towards increased efficiency.

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ICWM Ltd is at the forefront of innovation in the construction waste management industry. Its primary goal is to create a safer and more sustainable construction environment.

**To find out more or to arrange to see a live demonstration of the app, contact:**

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