

#### Secure & Confidential Destruction & Recycling



DOCUMENT DESTRUCTION



IT & MEDIA
DESTRUCTION



CLOTHING & UNIFORM DESTRUCTION







# **WE ARE SECURING** THE FUTURE

Avena Are Securing The Future For...







And many more industries



## **AVENA GROUP**

Avena is an industry leading secure destruction company. Through our range of services, we're securing the future for our clients and our planet everyday.

**Innovation:** Avena is consistently reinvesting to be at the forefront of innovation within the industry. This commitment to innovation translates directly into enhanced service offerings for our valued customers.

**The Future of Avena:** Avena is growing at an impressive rate, underscored by the establishment of our new flagship HQ and our expanding presence across the UK is proof of our commitment to being the trusted partner of our clients for years to come.

**Customer Experience:** Our dedicated team are on hand to answer any customer queries and quickly address and issues that may arise. Our impressive retention rates are a testament to our commitment to customer experience excellence.

**Consultants:** Our team of industry experts are here to ensure you are fully compliant with the latest laws and regulations whilst building a solution that seamlessly integrates with your operational needs and business processes.







# YOUR BRAND, OUR RESPONSIBILITY



Whilst security is at the forefront of Avena, we take great pride in continuously working towards enhancing the value of your brand through sustainability.

Sustainability is a major factor in todays business decisions. More and more businesses are seeing increasing competitive advantages through adopting and promoting the use of sustainable practices and services.

Having met the ISO14001 requirements, we work closely alongside ISO auditors to ensure that we can prove positive environmental management structure and procedures are in place for the organisation.

Our EIS (Environmental Impact Statement) is a key tool for our clients. It provides clear and verified data on your positive environmental impact through using our secure and sustainable solutions.

With our highly efficient custom-built machinery, we have taken confidential destruction and recycling to the next level, and you can be assured that we are constantly working and innovating to improve our environmental sustainability.





We take security seriously at Avena Group and are always improving our systems and processes to ensure we are always providing the most secure destruction services.

We perform comprehensive BS7858 security vetting DBS checks on all our staff to leave you safe in the knowledge that. Our customer service representatives will arrive at your office in an unmarked vehicle fully installed with 24/7 CCTV and tracking.

We have actively chosen not to brand our vehicles as we do not want the public to know that an Avena vehicle is involved in confidential end-of-life items disposal. All our vehicles are fully installed with CCTV and live satellite tracking whether on domestic paper shredding or other confidential shredding duties.

When our customer service representatives conduct confidential end-of-life items collection at your office/site to collect your confidential data, they will securely remove it from the units and zip tie the information to ensure that the materials remain completely safe whilst in transit. For confidential documentation, ultra-high security shredding can be provided through our on-site mobile shredding service.





Ensuring best practices for secure information destruction.

Avena's industry-leading PROTECTR® audit consultation service is a proven route for assessing your confidential and end-of-life items disposal needs in detail. Across a range of organisations, enterprises and industries, we bring cutting-edge best practice and tailored advice.

Our trained experts will work with you to create a bespoke secure system of data and identity protection. Depending on what best suits your needs, we can offer secure data destruction and recycling to prevent identity theft and physical data breaches.

#### Convenience

We know that to make changes in any organisation, you need every colleague to buy-in. We ensure our service is simple to follow and convenient for all.



#### **Control**

We streamline secure recycling for organisations, eliminating the need for individuals to decide on confidentiality. By standardising the process, we offer maximum control for brand protection and GDPR compliance.



#### **Compliance**

Through achieving convenience and control comes peace of mind in being compliant. Providing a systematised process gains compliance with regulations to ensure maximised protection. Securing The Future.









# TEXILE & WORKWEAR DESTRUCTION

£2.9M

AVERAGE COST OF RECOVERING

26.2M

TONNES OF CO2 IS PRODUCED IN

350,000

TONNES WORTH OF TEXTILES IS SENT TO LANDFILL EACH YEAR

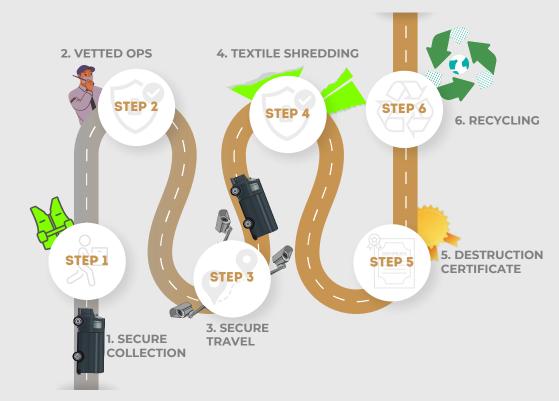
At Avena, we specialise in the shredding, destruction, and recycling of uniform, workwear, and PPE through our innovative SECUREBRAND® solution designed to safeguard your branded materials and intellectual property while minimising environmental impact.

With increasing pressures from potential clients, the government and consumers, companies adopting secure uniform recycling services have higher chances of winning tenders, gaining new contracts and influencing consumers. Environmentally responsible firms gain the competitive edge whilst increasing market share.

With our commitment to zero waste to landfills and through our environmental reports, you can present your environmental savings and reach your sustainability goals.

Branded workwear and uniform can easily find their way into the public domain. Having a secure solution in place is paramount protection against potential breaches and impersonation attempts.







We've been working closely with our SECUREBRAND clients to showcase their experience of adopting and utilising the solution.

Visit our YouTube channel, scan the QR code.







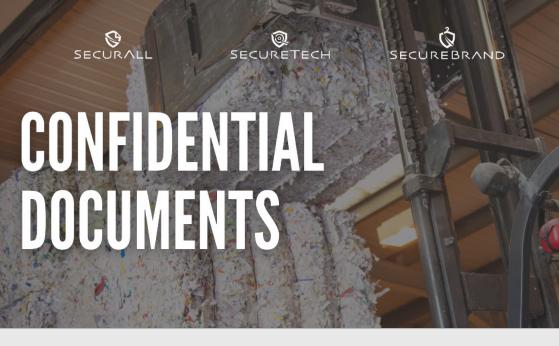
## **TESTIMONIALS**



"Avena took a highly professional, consultative approach that focused on our initial problems and the targets we need to achieve... we have found Avena to be a very knowledgeable industry leader. They reflect the NHS mantra to secure the future of health in the UK, we have no hesitation in recommending them." - LCHS NHS Trust



"The solution has put a controlled system in place across all of our sites. We now have the assurance that the uniform is being destroyed to the high standards we would expect to protect our brand. This solution ensures that our uniforms are being recycled ethically and securely."



#### Services within SECURALL® include:

- Data Destruction Security Risk Assessments
- On-site & Off-site secure shredding services
- Witnessed destruction of confidential documents
- Regular collections for disposal of confidential documents
- Fully auditable destruction certification
- Full GDPR compliance

Incorrectly disposing of documents containing employee information, passwords and login credentials, medical records or any sensitive or proprietary information unique to an organisation can easily cause a breach.

Avena Group specialises in confidential document destruction, ensuring protection against data breaches, fines, and identity theft. Compliant with BS-EN 15713:2009 and all data protection laws we're the preferred partner for confidential paper shredding and recycling throughout the United Kingdom.

Our customer-focused system, supported by investment in GDPR-compliant documentation destruction, has driven rapid growth and client satisfaction.







"Avena provides us with a professional confidential shredding service. This gives us peace of mind knowing that we comply with the regulatory requirements under the Data Protection Act. Avena understands our circumstances and offers a tailor made solution to meet our needs."





"We have used Avena for our secure end-of-life items disposal for a number of years now... Avena staff are courteous and helpful whenever they attend our locations for collections. With the GDPR regulations we had no hesitation in selecting them as our primary provider...They understand our requirements. I have no hesitation in recommending them."



SECURETECH® is our specialised service that tailors solutions for secure media destruction and the recycling of a range of IT equipment, hardware, storage and other devices.

#### **Devices accepted for destruction & recycling:**

- PCs and Laptops
- Hard drives, disks, DVDs, and CDs
- Laser and Inkjet printers
- Servers and photocopiers
- Network switches, hubs, routers and firewalls
- Mobile devices and phones

Regardless of your industry, the nature of data within IT systems demands attention. Our dedicated team collaborates with you to ensure comprehensive protection, leveraging our expertise to recommend optimal WEEE destruction and recycling solutions.

Through our SECURETECH® solution, we facilitate the collection and destruction of end-of-life and confidential WEEE, IT, and secure media, offering businesses a secure and environmentally responsible data management solution.

Following the destruction and recycling process, we provide a comprehensive audit trail, ensuring compliance with GDPR and providing you with peace of mind.



The General Data Protection Regulation (GDPR) is a global data protection law that mandates strict guidelines for businesses handling personal data whether that be documentation or electronic devices holding data. Compliance is crucial, as non-compliance can lead to severe penalties.

Partnering with a data such as Avena handler through a contractual agreement ensures GDPR compliance by outlining responsibilities for secure data processing. This approach helps businesses mitigate risks, protect individuals' privacy rights, and uphold data protection standards.



Fines increased from £50,000 to £17,000,000 or 4% of global turnover, whichever is larger.



When an individual requests their data be deleted, this must be done & evidenced within 28 days.



The ICO recommends to destroy all data within a 28-day period, after marked for disposal.



There must be a written contract of agreement with any data processors you use.



You must be able to evidence every step of the data process, including destruction.



#### Secure & Confidential Destruction & Recycling



**DOCUMENT SHREDDING** 



IT & MEDIA DESTRUCTION



**CLOTHING & UNIFORM** DESTRUCTION

Avena Group's confidential disposal services protect the reputations and identities of individuals and corporations across the UK.

The Avena ethos is all about our clients, our processes and our integrity. Our aim is to ensure that all of our customers receive 5-star service, driven through innovation and knowledge sharing of ideas around security and sustainability.



#### Mission Statement

Our mission is to be the trusted security partner, providing sustainable and individually tailored solutions for confidential information disposal. We protect your business so that you can secure your future.



#### Vision Statement

Avena will become a trusted partner for the protection of your brand. providing convenient, controlled and compliant systems that drive for security and environmental sustainability. Securing The Future.



Our ethos is all about our clients, our processes, and our integrity. Our aim is to ensure that all our clients receive an excellent service, driven through innovation, knowledge, and the sharing of information around security & sustainability.

## LET'S TALK SUSTAINABILITY & SECURITY

We hope you've found the information in this booklet helpful. It's now time to ask what can Avena do to sustainably protect my Data, Brand and IP?

We have a team of industry experts who will tailor our solutions to your business, employees, operations and most importantly, VOU.





#### SPEAK TO AN EXPERT

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