AVENA®

avenagroup.co.uk



SECURING YOUR...

DATA
BRAND
ASSETS
FUTURE
BUSINESS

Secure & Sustainable Confidential Destruction



DOCUMENT DESTRUCTION

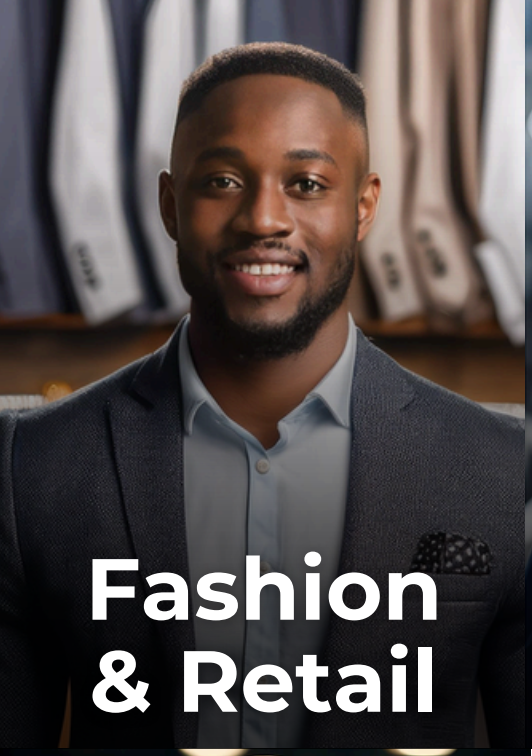


TEXTILE & BRANDED ITEMS DESTRUCTION



IT & MEDIA DESTRUCTION

Securing The Future...



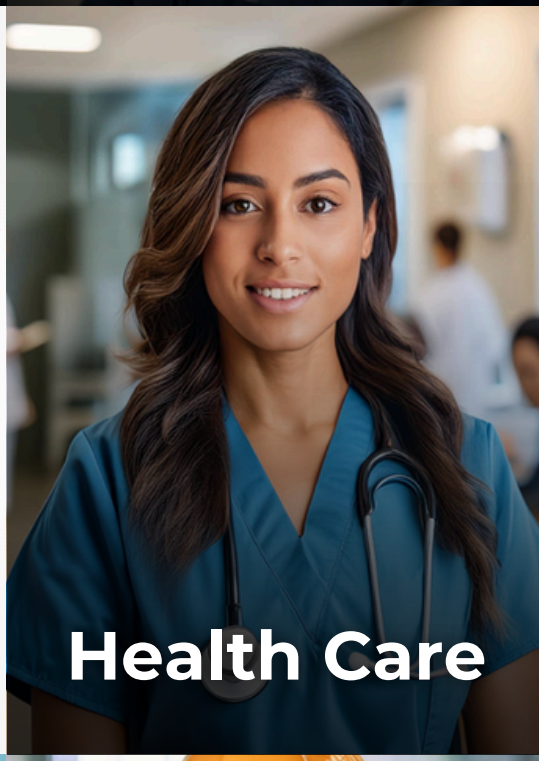




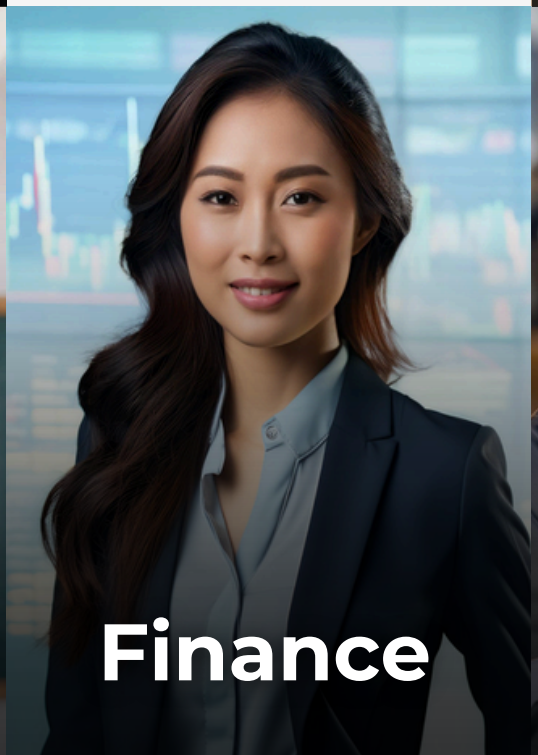


AVENA®

Core Industries











About Avena

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: Through consistent reinvestment, we are 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: Growth at an impressive rate, underscored by the establishment of our new purpose-built Shared Services Centre and national presence, is proof of our commitment to being the trusted partner of our clients far into the future.

Customer Experience: Our dedicated team is on hand to answer customer queries and quickly address any matters that may arise. Our impressive retention rates reflect 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 processes and business needs.

SafeContractor APPROVED

QMS ISO 45001 : 2018 REGISTERED

QMS ISO 14001 : 2015 REGISTERED

QMS ISO 9001 : 2015 REGISTERED



Sustainability

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 demonstrate 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 sustainable and confidential destruction to the next level. You can be assured that we are constantly working and innovating to improve our and your environmental sustainability.



Security

Your brand, our responsibility

We take security seriously at Avena 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 and DBS checks on all our customer service representatives, leaving you safe in the knowledge that anyone from Avena who visits your premises is of zero risk. Our customer service representatives will arrive at your office or site in an unmarked vehicle installed with full 24/7 CCTV and tracking.

We have actively chosen not to brand our vehicles to ensure the public are unaware that we are carrying your confidential and/or branded items.

When our customer service representatives conduct a collection from your premises, they will securely remove the items from the units and zip tie the sacks to ensure that the materials remain completely safe whilst in transit. For confidential documentation, ultra-high security on-site shredding can be provided.

ProtectR Process

Complete Protection

Our ProtectR audit consultation service is a proven route for assessing your secure 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 to prevent identity theft and physical data breaches.

Convenience

Change requires colleague buy-in, so we make our services simple, intuitive, and easy to integrate. With minimal disruption, we help businesses adopt secure & sustainable solutions for long-term success.

Control

We streamline secure destruction for organisations, eliminating the need for individuals to decide on confidentiality. By standardising the process, we ensure brand protection, control and full 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. We are Securing The Future.

SECURALL®

Document Destruction Service

What is SECURALL?

It's a complete solution designed to securely shred and recycle your business's sensitive and confidential documents, all while upholding our commitment to 0% landfill waste.



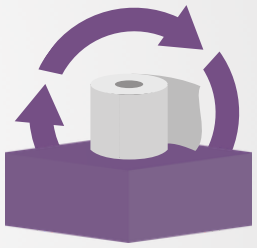
20% Of all UK waste is paper.

£2.9m Is the average cost of recovering from a data breach.

5 million Tonnes of paper is sent to landfill each year in the UK.

100% Recycling of All Paper Items

Our recycling process efficiently transforms recycled paper into in-demand further life products such as toilet roll.



100%
Recycling of your paper items.

0%
To landfill policy applied.

181x
More CO2 saved than sending to landfill.

100%
Secure destruction & GDPR compliance.

Confidential Document Destruction & Recycling

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

Avena specialises in confidential document destruction, ensuring protection against data breaches, fines, and identity theft. Compliant with BS-EN 15713:2023 and all data protection laws, we are the preferred partner for confidential document destruction and recycling across the UK.

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

Key Features of SECURALL:

- Fully GDPR compliant
- 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



SECURALL Testimonials

NFU Mutual

Leading provider of insurance.

*"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."*

Flagship Group

Housing builders, providers and improvers.

*"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."*

SECUREBRAND®

Textile Destruction Service

What is SECUREBRAND?

SECUREBRAND is the sustainable solution for disposing of end-of-life uniforms, workwear, and textiles. These items are repurposed into innovative products, ensuring secure destruction and sustainable processing.

350,000 Tonnes of textiles are sent to landfill every year.

26.2m Tonnes of CO2 is produced every year in the UK due to textiles.

£140m Worth of clothing goes to landfill in the UK every year.



Repurposing & Remanufacturing

Our advanced remanufacturing process transforms textiles into a variety of further-life products, such as insulation, geotextiles, and bespoke innovations.



Garments repurposed into new products.

100% Destruction of garments collected.

0% To landfill policy applied.

77x More CO2 saved than sending to landfill.

Sustainable Textile & Garment Destruction

At Avena, we specialise in the destruction, repurposing and remanufacturing of textiles, uniform and workwear through our innovative SECUREBRAND solution. It's designed to safeguard your branded materials and intellectual property while minimising environmental impact.

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

With increasing pressures from customers, the government and consumers, organisations adopting secure textile destruction services have higher chances of winning tenders, gaining new contracts and influencing consumers. Environmentally responsible businesses gain the competitive edge while increasing market share.

With our commitment to zero waste to landfills and our environmental impact reports, you can present your carbon emissions savings and reach your sustainability, ESG and Scope 3 goals.



One Solution, Hundreds of Industries

Our textile destruction service provides every industry a secure and sustainable way to dispose of end-of-life textiles and garments. From aerospace to agriculture, fashion to facilities, our all-encompassing solution ensures secure destruction, protecting your brand, business and the environment.



Reputation and Brand Protection

Branded uniforms are vital for reinforcing a company's image and ensuring employee identification across industries.

However, when no longer in use, improper disposal can pose security risks, as lost or stolen uniforms could be misused for fraud or impersonation.

At Avena, we offer a head-to-toe solution for the secure and sustainable destruction of uniforms and branded merchandise to prevent misuse and protect brand integrity whilst promising zero to landfill.

Our process ensures complete destruction, and we provide a Certificate of Destruction for added assurance.



Items we securely destroy:

- Branded uniforms and workwear
- High-visibility clothing
- Embroidered and logoed apparel
- Specialist and service uniforms
- Security and emergency response attire
- Airline and transport uniforms
- Public sector and military garments

And much more...

Secure & Sustainable Product Destruction

At Avena, we specialise in secure and sustainable product destruction, ensuring the safe and responsible disposal of branded products, sensitive items, and intellectual property. Our services protect against fraud, counterfeiting, and reputational damage, all while supporting your environmental commitments.

With growing scrutiny from regulators and consumers, secure destruction is crucial for businesses to meet compliance, retain customers, and strengthen brand trust. We prevent unauthorised access to faulty products, excess stock, and counterfeits, effectively safeguarding your assets and reputation.

By opting for secure destruction instead of discounting end-of-life stock, you can avoid landfill and protect your brand's integrity, maintaining the value of your products and prevent brand devaluation.

Sustainability is central to our approach. Our responsible processing methods minimise environmental impact, reducing waste and emissions while helping you achieve ESG and Scope 3 goals. A trusted disposal solution ensures complete brand protection and peace of mind.

Palletised Product Destruction

Avena provides a comprehensive palletised items destruction service, handling large numbers of items for a number of sectors. This service ensures the secure collection, transportation, and destruction of excess or defective products or garments.



Tell us what you need to dispose of, and we'll recommend the most secure, sustainable route.

Our SECUREBRAND
Process

1. Security Vetted Operations



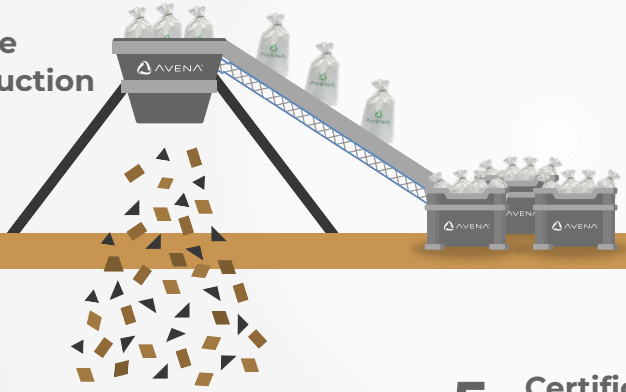
2. Secure Collection



3. Secure Travel



4. Secure Destruction



5. Certificate Of Destruction



6. Remanufacturing & Repurposing
(Best Case)



Who this works for...

EE · NHS · dpd · MENZIES AVIATION

SECUREBRAND Testimonials

*“Now, with a solid relationship in place, we have peace of mind knowing that the process is **secure, safe, and risk-free.** We’ve significantly reduced the chances of our uniform **ending up in the wrong hands**.”*

*"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**.”*



Gratte Brothers | EE Showcase | Menzies Aviation | Avena’s Process

Our Videos

YouTube

Watch Now

SECURETECH®

IT & Media Destruction Service

What is SECURETECH?

It's the complete destruction and recycling solution for your end-of-life IT equipment and data-holding devices. It ensures the secure and sustainable disposal of your old devices, with a commitment to 0% landfill waste.

6 million Tonnes of E-waste is generated in the UK every year.

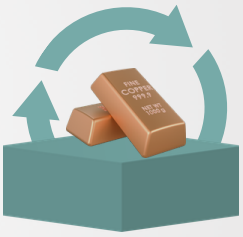
25 million Mobile phones are discarded in the UK each year.

£1.5 billion Worth of precious metals are contained with the UK's E-waste.



Destruction & Sustainability

Our process securely destroys electronic items while extracting precious metals, ensuring safe disposal and sustainable resource recovery.



Precious metals extracted

100% Destruction of items collected.

0% Landfill policy applied.

100+ Device types accepted

Technology and Data

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

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.

Devices accepted for destruction & recycling:

- PCs and laptops
- Hard drives, disks, DVDs, and CDs
- Printers and photocopiers
- Servers
- Mobile devices and phones
- Network switches, hubs and routers



GDPR - General Data Protection Regulation

GDPR enforces strict guidelines for handling personal data, with severe penalties for non-compliance. This is applicable to both physical and digital data. Partnering with a data handler like Avena under contract guarantees secure data processing, minimises risks, and ensures compliance with privacy rights and protection standards.

Fines up to **£20 million** or **4% of global turnover**, whichever is higher.

- 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, once it's 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.

Tangible Carbon Emissions Savings

To maintain security within our confidential destruction services, every consignment we collect from our clients for destruction is carefully recorded. This enables us to log the amount of confidential waste generated and disposed of in a compliant and environmentally responsible manner. This data allows us to calculate the amount of CO2e saved by using our services.

Our solutions deliver accurate, measurable and government-backed carbon savings that help organisations positively impact their sustainability, ESG, and Scope 3 emissions goals. By implementing our innovative solutions, businesses can directly attribute these reductions to their environmental commitments while benefiting from seamless and accurate reporting.

We quantify the CO2e reductions and landfill space saved from your collections, providing clear, actionable insights into your environmental impact. To make these savings more tangible, upon request we are able to translate your CO2e savings into meaningful equivalents - such as acres of forest preserved, miles driven and homes powered.

AVENA®

Environmental Impact Statement

- Date of Collection(s)
- Weight Collected
- Accurate Carbon Savings
- Decreases Scope 3 Emissions
- Supports Tender Applications



Service Uptake & Ongoing Support

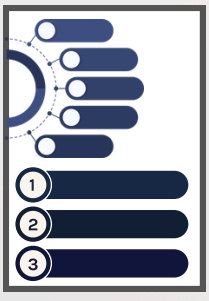
We understand that clear communication is key to successfully implementing any service within your business. That's why we provide ongoing support to help you inform and engage your staff, customers, and stakeholders about the benefits of our secure destruction solutions.

From ensuring compliance with internal policies to reinforcing sustainability commitments, we work with you to develop tailored communication materials that make it easy to integrate our services into your operations. Whether you need to educate employees on disposal procedures, demonstrate environmental impact, or reassure stakeholders of data security, we provide a range of resources to support you.

By equipping your team with the right tools, we simplify implementation, ensure compliance, and reinforce your sustainability and security commitments - supporting your communication needs with ongoing updates or one-off materials.

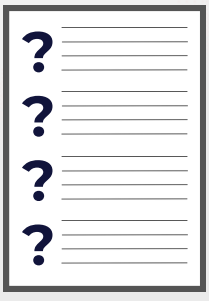
You can choose from a range of pre-existing marketing materials or request bespoke collateral tailored to your needs such as:

- Infographics & Guides
- Posters & Digital Signage
- Presentation Decks
- Custom FAQs & Messaging
- Email & Newsletter Content
- Co-Branded Materials











A Revolutionary New System

We recently made a significant investment in a new system designed to enhance efficiency, security, and convenience across our services. Handheld scanners and barcoded units ensure a secure chain of custody, complete with electronic audit trails and certificates of destruction. To further streamline the collection process, personalised notes can be added, detailing site access, key contacts, and the precise locations of your secure units. Additionally, you'll have full visibility with access to electronic service schedules and real-time collection notifications, keeping you informed every step of the way.

In addition to this, our new customer portal is designed to enhance user experience and streamline communication. This portal provides customers with a centralised platform to access key information, manage services, and communicate with ease.

> "The investment in this innovative system is set to revolutionise the way we serve our customers."



Hand Scanners



Barcoded Units



Electronic Audit Trail

Our Mission, Vision, and Ethos



Mission Statement

The Global Leader for secure and sustainable destruction solutions.



Vision Statement

Securing The Future.



Our Ethos

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

Security & Sustainability

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

Our team of industry experts will tailor our solutions to your business, employees, operations and most importantly, you.

LEARN MORE

www.avenagroup.co.uk

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