



Using Equipment Investment  
to Drive Innovation in  
Environmental Services Projects



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# Introduction

Innovation must be accounted for by all businesses in a modern economy where technological development and process improvements are both so common. In the environmental services world in particular, there are many new, potentially transformative tools, systems and platforms already in use and currently under development.

Environmental services companies that take advantage of new equipment to improve their internal operations and the experiences of their clients have a significant advantage over those that don't. Understanding how to effectively add such innovative elements to your current operations, as well as how to efficiently fund their acquisition, is therefore vital.



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# Factors influencing environmental services industry development

The environmental services world has come a long way from the time when unsorted waste was disposed in unsecured areas that could lead to issues for the surrounding natural environment. Now, companies have to comply with decades of increasingly complex regulatory requirements developed by government agencies that necessitate careful handling, sorting, treatment and disposal. There are other progressively common factors to deal with, such as clients and business stakeholders who want to implement processes that have a positive impact on environmental concerns like climate change.

A desire to save money and time by making work more efficient comes together with regulatory measures and environmental factors to drive many innovative solutions that also benefit day-to-day operations.



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# Innovative concepts influencing environmental services companies

New tools and processes have helped the environmental services industry reduce labor needs, improve customer service, gain greater insight into operations and address regulatory needs and climate change considerations. From an efficiency standpoint, tools such as route-planning programs provide measurable financial benefits to businesses while cutting down on vehicle emissions. Companies that use route optimization tools also remove unnecessary time from daily pickup schedules, improving customer service while using less employee time and reducing wear and tear and fuel costs. This is just one example of how the right innovative system or piece of equipment can quickly change operations for the better.



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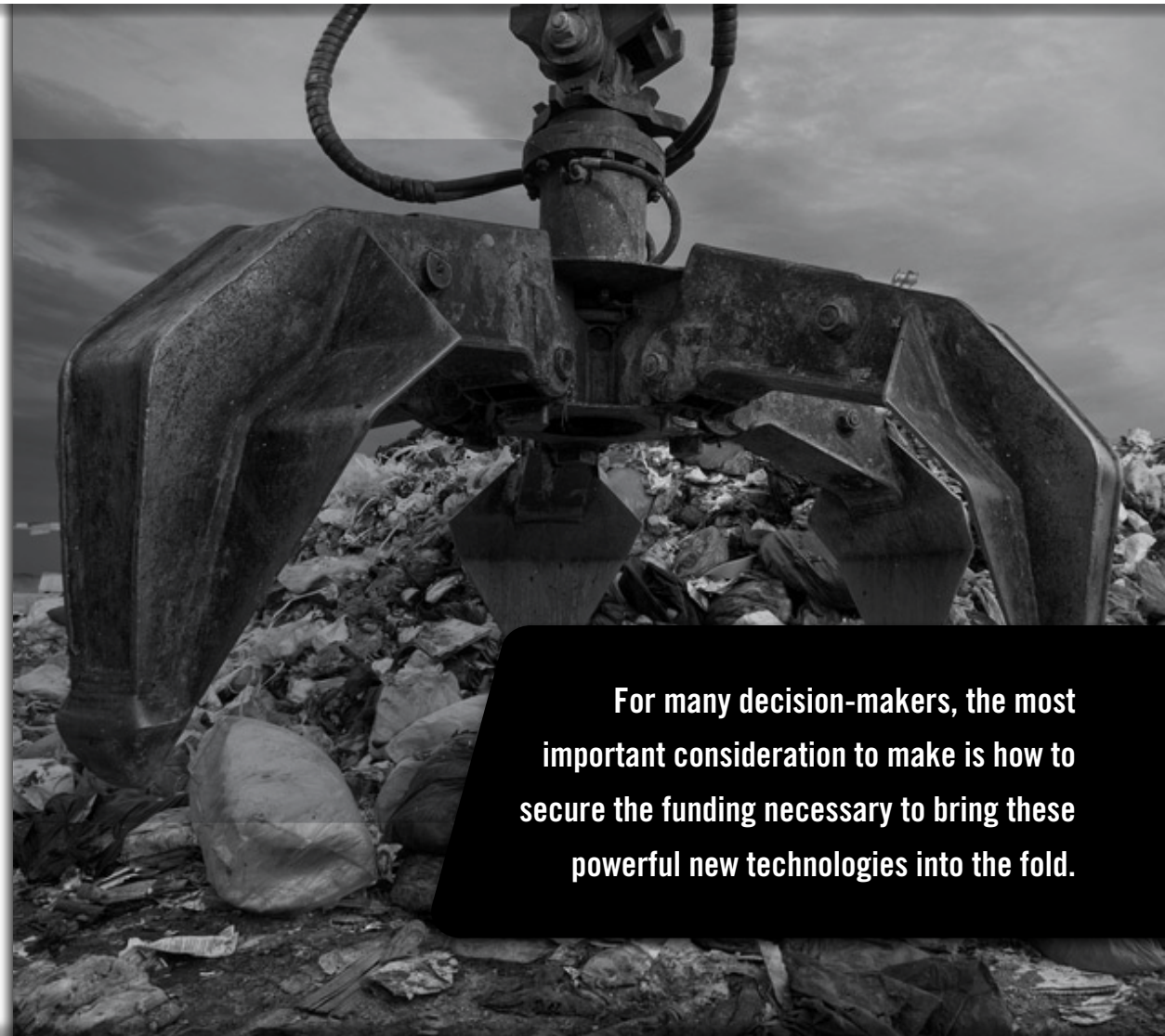
Other types of innovative equipment for environmental services companies to consider include smart trash and recycling bins, which improve sorting accuracy at the end user's point of contact with a receptacle. One advanced form of such units employs a visual recognition algorithm to identify the item placed in front of a scanner and direct the user to the appropriate receptacle. This change means less time spent sorting through collected waste at a facility, saving time and money, while also providing a novel customer experience that removes a common point of confusion from a seemingly simple task.



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# Putting the right equipment and systems into place for your business

A wide variety of available technology and equipment allows environmental services companies to make changes that are beneficial to their unique situations, circumstances and goals. Business owners have to carefully consider the options available to them and determine the value of each in an effort to provide more dynamic environmental services. For many decision-makers, the most important consideration to make is how to secure the funding necessary to bring these powerful new technologies into the fold. The advantages of their implementation and use are clear, but they also frequently require a significant investment.



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# Funding the innovative tools that help your company succeed

The complexity of funding choices and identifying a bank that can align those with your business goals can seem overwhelming at first. With so many avenues to pursue, how can business owners know they're choosing the right form of financing and partnering with a stable, trustworthy and experienced financial institution? As the Leading Bank for Business<sup>1</sup>, Comerica Bank helps firms in the **environmental services** industry find and secure the funding they need, putting innovative technology to work in a manner that benefits clients, staff, the environment and the bottom line.

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<sup>1</sup>Comerica ranks first nationally among the top 25 U.S. financial holding companies, based on commercial and industrial loans outstanding as a percentage of assets, as of June 30, 2018. Data provided by S&P Global Market Intelligence.

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