



WasteFree

SALON SYSTEMS

**Join The Repurposing
Revolution!**

About Us

Bernie and Leanne Craven: With a background of 40 years in the hairdressing industry and 30 of those years as environmental business owners, we always tried to minimise the environmental impact of our business and at the same time, got to know the waste streams generated by the industry very well. It made sense to us to **Reimagine** the way waste was organised in SME's and support businesses and their people to benefit the environment and their lives.

Our Values

We have created our Social Circular Economy community to provide simple solutions to help businesses reduce their ECO footprint.

We align with the UN's Sustainable Development Goals to deliver benefits to the **People** in our community, whether they are businesses, collaborators or just people in need. To the **Planet** for saving waste from landfill as this provides major uplift to the environment, to the air we breathe and to the water we drink as we are keeping plastics out of the ocean. And by directing waste solution, **Profit** to support projects where we can make the most impact.





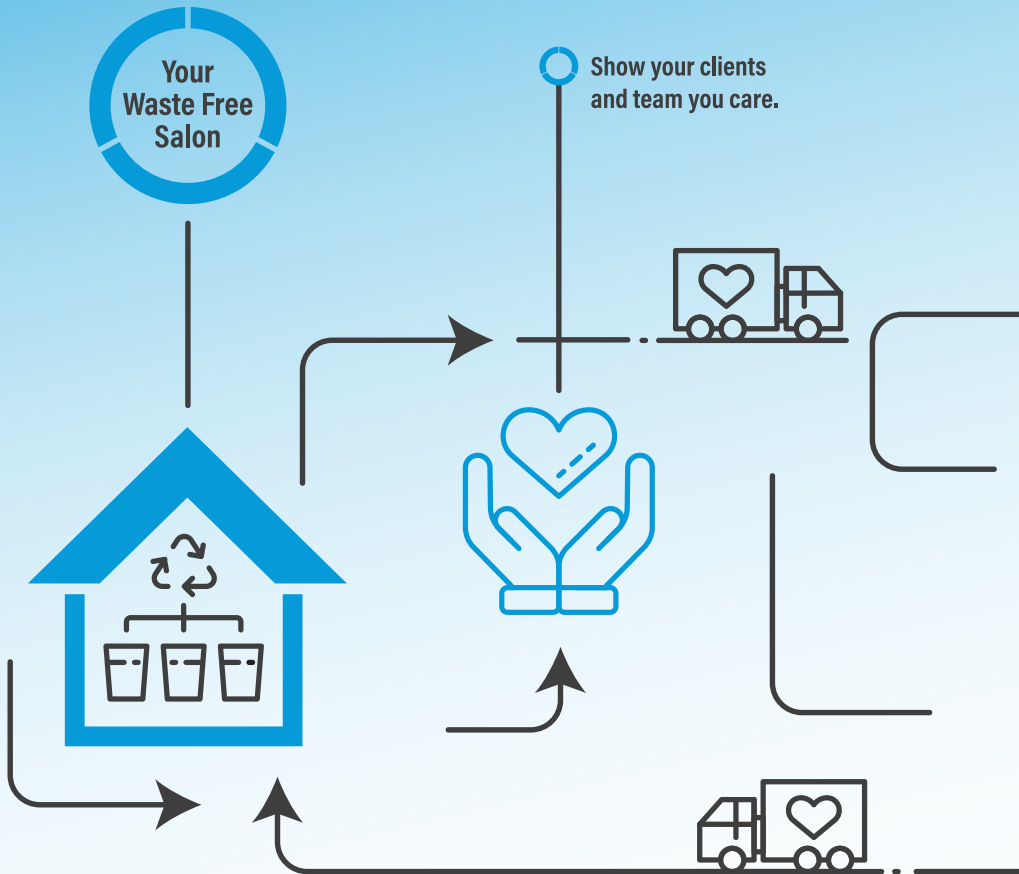
Our Mission

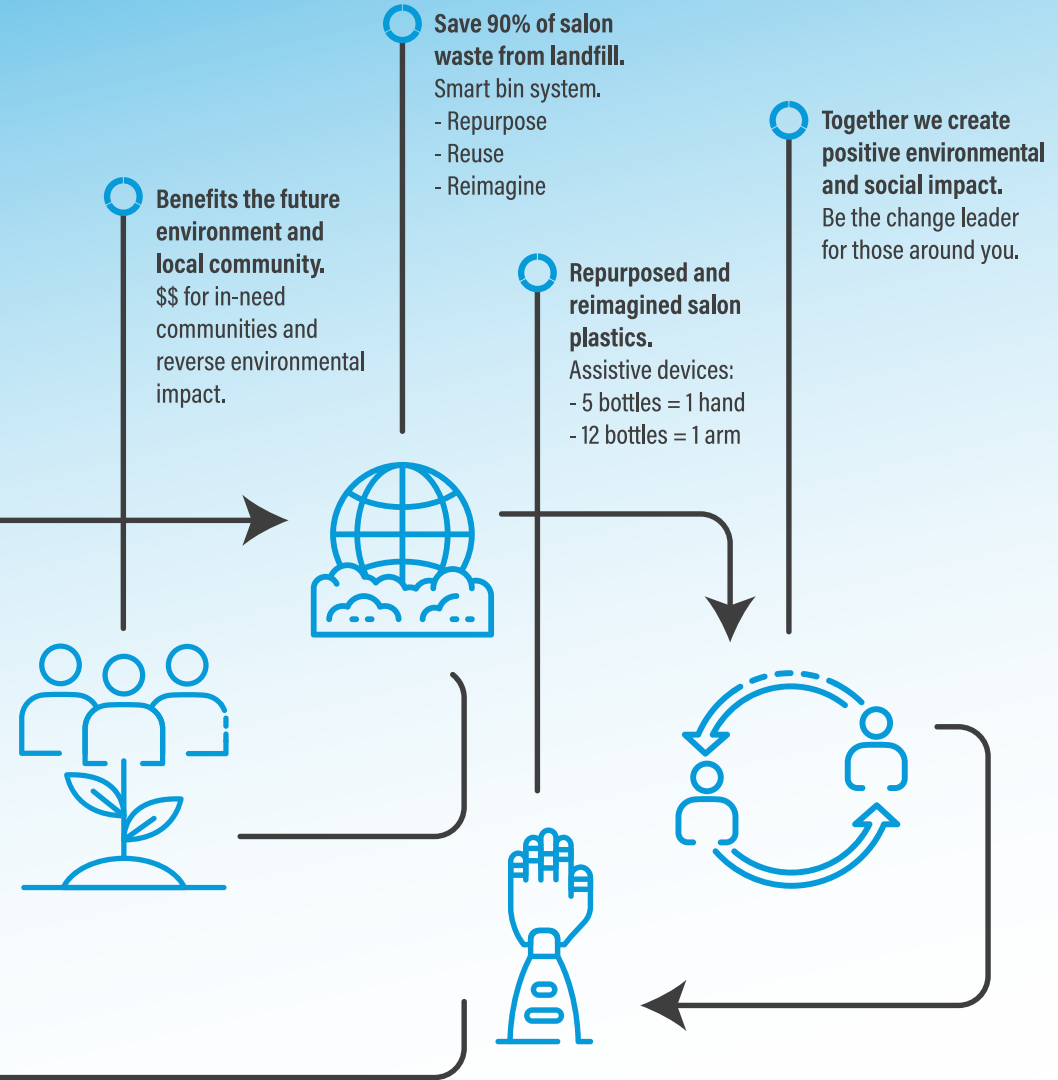
The environment and supporting and educating salon and business owners is our business! Our footprint is very light. **Repurpose, Reuse** is our whole philosophy. Where possible we look for repurpose options for each hairdressing or business waste resources that come through our doors. We save 90% of hair salon and business waste from landfill. That's only one wheelie bin of waste to landfill for every 20 businesses we service. We educate through schools, tafes, corporate and the wider community and service hair salons, barbers, beauty and a sustainable surfboard manufacturer, our list is growing.

Social Circular Economy

We love our salon and business owners. They are what provides our heartbeat. You can see our little van with the heart on the side. They are passionate about what they do and put their trust in us as part of our community and want to be part of the solution.

As the community grows, so do the benefits to the businesses, their clients, the in-needs communities we support like Bravehearts, Foodbank and our Homeless Haircut Program and to our solutions and the reverse impact on our environment.





Recycling Process

We provide a customised "smart small bin system" targeted to individual hair salons and other industries. Our bins can be wrapped in very cool artwork (or not), so they become a conversational piece within your business. We offer a weekly or fortnightly pick up service of our outside bins, pending on the business needs.

How do we do it?

Separation at the source is the key, and we provide a simple system with clear instructions, hence our end results depend on you. Check out our impressive ECO results so far. All waste streams (**Plastic, Hair, Organic, Metal, Paper & Cardboard, Chemical, and Flax**) are separated and sorted by hand at our warehouse.

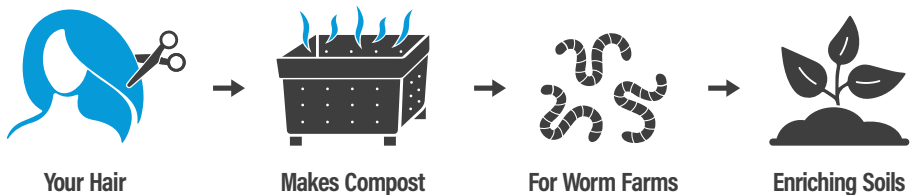
Eco solutions are developed when collaborating with like-minded industry experts such as Industry associations, recyclers, councils and waste industry associates. We have collaborated with local universities (**UTS and USC**) for our plastics program testing, local organic farmers for testing composting and grow plots, and even distributing unused hair products from salons to the homeless.

We also consult with hair companies on how they can become more ECO friendly and have even supplied recycled cardboard boxes to salon staff when moving house.

From Hairdressing Waste To Assistive Devices!



We Take Your Hair Waste And Give It A New Life!



Our Results

Since Inception: Rescued From Landfill - 34.75 Tonnes Of Waste



9.38

Tonnes of Metals



8.4

Tonnes of Plastic



9.7

Tonnes of Paper & Cardboard



4.4

Tonnes of Hair



1.37

Tonnes of Organic (Food Waste)



800

Kilograms of Electrical



700

Kilograms of Assorted Structures

Reverse Impact On The Enviroment: We Have Saved...



222,000

Hours of Light Bulb Power



317

Houses Energy for a Month



1893

Bathtubs of Water



389

Metres of Landfill Space



630,00

Kilometres of Car Emissions



232

Trees (130.60 Tonnes of CO2)



74,000

Plastic Bottles from Landfill

How You Can Help

When NIKE says "Just Do It" it's all about taking action. We say "Be a part of the solution, not the problem." When you've decided that enough is enough and you're ready to stop your business waste going into landfill, simply give us a call and we swing into action. Your clients, staff and yourself will become part of our Social Circular Community through our program, which not only helps the environment but also assists local communities in need.

Call us now on 1300 731 404

It's a small cost to make effective change and become an industry leader, making a positive impact for our planet!



Testimonials



We are an organic salon and knew the industry had a waste problem. We were already recycling and reusing, but when joining with WFS and using the labelled bin system, it became so much easier. The staff and clients love it. We just included the small fee on our pricelist. You're crazy if you don't jump onboard.

Belinda, Eco Organic



We knew there was a waste problem in hairdressing but weren't aware of the scale or impact. It started a great conversation between clients and staff. The staff took to it easily. The clients were excited about something new and being part of it and had no concerns about the small repurpose fee. We feel better being a salon with a social conscience.

Sheree & Nicky, Pink Ginger



We knew the salon had a problem and recycled as much as we could with the council system. Once we heard about WFS and the solutions you offer, we could then dispose of the salon waste and not feel guilty about it. The clients feel like they are making a difference and like to know where the waste is going. The small fee just became part of a price rise and it has made us all think more about our home waste.

Kristi, Pout Hair



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