

# Waste Age®

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## looks mean EVERYTHING

**M**AINTEINING COLLECTION routes, managing landfills, meeting safety requirements and emission standards are merely a few of the brass tacks solid waste managers handle every day. These tasks amount to a full-time job -- but for many companies, it isn't enough.

"Solid waste has come a long way, and it's become an industry that requires more than staying in compliance with environmental regulations; it requires creativity," says Kelvin L. Baker, director of public services for North Miami Beach, Fla., and winner of the Best Container category in Waste Age's 25th Annual Truck and Container Design Contest.

Waste management is evolving into a creative pursuit, and the more than 35 entrants in this year's Design Contest prove that the people who fuel this industry are evolving, too. In addition to providing good service, the contest winners concur that a clean, cleverly designed truck can be the sole selling point that attracts new customers and keeps competition on its toes. And it doesn't always take an enormous budget and staff to pull off a winning design.

Waste Age congratulates all who are taking extra effort to brighten the waste industry's image.

### **Best Commercial Container City of North Miami Beach, Fla.**

Distinct designs may not be enough to overhaul the public's perception of garbage, but administrators overseeing waste for Florida's city of North Miami Beach wouldn't mind if they helped just a little.

North Miami Beach handles residential and commercial sanitation services for approximately 42,000 people who live within 5.2 square miles. Each year, the city selects one truck that receives



a new design. So in 2003, Designer Eduardo Gurgel, with coaching from Karl Thompson, assistant director of public services for the solid waste division, and Kelvin L. Baker, director of public services, chose an image with universal appeal.

The attention-grabbing colors and large message on the Hesco container proclaim the presence of the "Trash Buster," a fixture on North Miami Beach streets.

Trash Buster is spelled in gigantic bright orange, yellow, red and blue letters, sharply contrasted by a black container body. An industrial crane appears to be dragging the

"T" off the truck.

"Our design is a statement not just for our city, but for the waste industry as a whole," Baker says. "Historically, when you talk about garbage, you picture something very unpleasant to look at. One of the major reasons we [decorate our trucks] is to help reshape and promote a positive image. We don't want people thinking we all drive around in dirty, smelly trucks."

The can't-miss design also has opened up dialogue in the community and creates pride among the city's drivers, who frequently receive queries and compliments on the truck, Thompson says.