

Media Release

Steely-bins to hit Australian shores

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At last week's inaugural Australian Waste and Recycling Expo, held at Sydney Olympic Park, SULO Australia announced it has the exclusive distribution rights for the Straight Steelybin® range in Australia and New Zealand.

Straight plc is a UK based company that manufactures steel containers, including the 660 and 1100 litre Steelybin®.

John Kernahan, Director of Sales and Marketing at SULO, announced to expo visitors that *"Steelybin® represented an ideal fit to the SULO product range, it was developed in consultation with contractors, local authorities and waste management companies to offer an ideal solution for commercial waste and recycling"*.

Kernahan added *"with over 15 years experience in the waste and recycling sector, Straight is recognised as an industry leader in the UK and a partner that SULO is excited to be working with"*.

The Steelybin® is certified to EN 840, the international standard for the manufacture of mobile garbage bins, fully compliant with noise level regulations and incorporates a wide range of user friendly features as standard, offering unrivalled quality.

The Australian market has long been established as a plastic four-wheel bin market. Kernahan noted that *"plastic four wheel bins have proven to be fit for purpose 90% of the time; they are strong, durable and easy to manoeuvre however we know there is no one bin fits all solution and that's where the Steelybin® comes in"*.

The Steelybin® range is designed to achieve a standard beyond that of other containers in the market and offers industry leading excellence at a competitive price.

For further information:

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