

Branding Wastequip

As most of us are aware, Wastequip has been actively working to promote our name and our new tagline, "Nationally known for personal service." Our ads speak to the value we deliver to customers, but what does all this mean for Wastequip employees?

"Nationally known for personal service" is a way of thinking about every customer and how we can exceed their expectations. That does not happen through advertising or through one person at Wastequip. It is something that takes place every day by every employee. It begins with a friendly and helpful voice answering the telephone at one of our 37 facilities and continues with the delivery of a quality Wastequip product to our customer. In between, we have countless opportunities to interact with our customers and create a personal service moment that keeps



that customer coming back again and again.

What is a personal service moment?

We operate in a competitive environment where one moment may make the difference between a life-long customer and a former customer. Maybe it is the helpful service of our delivery driver, the way our sales rep anticipated a customer's needs, the upbeat way we answer the phone, or a small, but well-planned product detail. The bottom line is simple:

To be the industry leader, we must demonstrate every day to every customer that we value and deserve their business. If we do that at every level, we will be "nationally known for personal service."

Think about all those personal service moments and ask yourself, "How can I deliver the kind of customer service I would want to receive?" If every one of us does that, we will stay ahead of our competition and create loyal, life-long customers, because we have something they don't... Unmatched Customer Service!!!

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Employee Spotlight

Meet Tim Wilkinson. Tim is a press brake operator at our Wastequip Oregon facility in Albany, Oregon, where he started in 1990 as a grinder/cleaner. With his eagerness to learn new skills, Tim was re-assigned as a press brake helper two years later and promoted to press brake operator in 1995. Although Tim does fine work as a press brake operator,



what visitors to our Oregon plant notice is Tim's fine work as an artist. His paintings hang in the lobby of our Oregon facility for visitors to admire and enjoy. In addition to art, Tim also enjoys music and gardening. We not only appreciate Tim's contribution as a press brake operator, but also the artistic beauty he adds to our facility.

CEO Corner



Bob Rasmussen,
Chief Executive Officer

- We rolled out our new branding program, "Nationally known for personal service." I list this first, because I firmly believe that the three most important goals for any business to be successful are: CUSTOMER SERVICE, CUSTOMER SERVICE, CUSTOMER SERVICE.
- We reorganized our various operations into new geographically based business groups: East, South, Southeast, Midwest, West and Canada. We also have our Tarpers, Parts Place and Toter business units.
- For the third year in a row, Wastequip reported record sales and earnings and a record number of employees – 2,000 at year's end.
- We exceeded our safety targets by having "no lost time accidents" in 16 of the 28 plants we had in operation in January 2006. This year our goal is to achieve "no lost time accidents" for all our employees.
- We acquired seven companies stretching from BME, near the Atlantic Ocean in Massachusetts, to Cascade, near the Pacific Ocean in Washington State. We also entered the tarp business by acquiring Pioneer Cover-All, which is the number one tarp supplier to the waste industry, and Mountain Tarp, which is the number one supplier to the construction industry. Wastequip now operates 37 manufacturing locations coast-to-coast.
- We strengthened our management team to keep pace with the growth of Wastequip and to assure control of our growing company. Greg Podell was promoted to Chief Operating Officer; John Defenbaugh was promoted to President of our Midwest Group (Galbreath, Rayfo and Teem); we hired Greg Guard from Waste Management to be the President of our West Group; and Marty Roberts is our new IT Manager in Beachwood.
- Last but not least, in December 2006 we signed an agreement whereby Wastequip would transition to a new equity partner, Odyssey Investment Partners of NYC. This transaction closed on February 5, 2007. All of Wastequip's management remains in place and will be operating our company in the same manner as in the past. Odyssey is interested in helping Wastequip grow through "internal growth" as well as continuing our focus on good acquisitions. I am excited about the new opportunities Odyssey brings to Wastequip and all of our employees.
- I want to thank every Wastequip employee for their hard work and dedication during 2006, and I look forward to working with everyone in 2007 and beyond. Wastequip is the largest manufacturer of solid waste handling equipment and, with your help, we will remain the industry leader.

Quite a Show at Waste Expo

Waste Expo, the most respected trade show in our industry, was the place to be in early May, and Wastequip received prominent recognition in a number of ways.

One of the biggest highlights of the show came at the awards ceremony when one of our own, President and CEO Bob Rasmussen, was inducted into the EIA Hall of Fame and honored for his significant contributions to the industry. Each year, the Environmental Industry Association (EIA) awards industry leaders for their contributions to the organization and to the solid waste industry. Bob was specifically recognized for his leadership in helping Wastequip develop intermodal containers to transport sludge and solid waste by rail. Congratulations Bob!

Trade shows are signature events to introduce new products. At Waste Expo, we unveiled our new

compactor line that features a performance-driven and customer-friendly design. The new compactors feature advanced safety and smart controls, heavier steel construction, increased compactor penetration and hauler-friendly ratcheting system.

On the show floor, we brought back Chef Anton Riniti, a two-time United States Trick Shot Champion, to use his comedy and pool wizardry to corral visitors to our booth. His knowledge of Wastequip, coupled with his animated personality, proved to be an effective presentation for our booth visitors.

Throughout the show, Wastequip representatives greeted visitors at our booth with demonstrations of our industry-leading products and helped us garner 278 signed fax permission slips and 140 sales leads! Thanks to all of our show representatives and behind-the-scenes supporters for helping us make the show a success!



Wastequip Supports the Environmental Research & Education Foundation

Wastequip supports the Environmental Research and Education Foundation each year by participating in its Silent Auction and Charity Raffle. These events are held at Waste Expo with proceeds going to support important waste and recycling research, safety programs, and educational initiatives. This year, Wastequip donated three hoists with tarpers and 14 front-load containers.

The Environmental Research and Education Foundation is an independent, public grant-making entity whose mission is to develop environmental solutions for the future.

Wastequip is proud to contribute to the important goals of this organization.



Toter Becomes Part of the Family



As we continue to grow our business regionally and expand our product offerings, Wastequip acquired Toter Incorporated of Statesville, North Carolina, in April. Toter is the leading brand and largest U.S. manufacturer of plastic carts. Trusted by cities and private waste and recycling collectors nationwide, Toter carts are known throughout the industry as "The World's Toughest Carts." With its number one market share, exceptional management team, and focus on customer service, Toter is a perfect companion and addition to the Wastequip family.

Toter has facilities in Statesville, North Carolina, Del Rio, Texas, Acuna, Mexico, and Sanger, California. The company designs and manufactures a complete line of two-wheeled, rotationally molded plastic carts for use in automated waste collection systems. Toter also designs and manufactures complementary product lines for retail sales and institutional customers. John Scott, President and CEO of Toter, will continue to lead his team to grow Toter brand recognition and market leadership.

We welcome everyone at Toter to the Wastequip family and look forward to working with each of you!