

SUCCESS STORY

MCDONALD'S CHILE



TOM helps McDonald's Chile cut the daily waste volume by 80%. McDonald's is committed to improve its waste management, so it installed smart automatic waste bins, achieving a significant reduction in waste collection in several of its locations.

THIS SOLUTION, PROVIDED BY VIGATEC, ORWAK'S DISTRIBUTOR IN CHILE, ENABLED THEM TO REPLACE CONVENTIONAL WASTE RECEPTACLES WITH SMART AUTOMATIC BINS.

TOM is ideal for public spaces, as it is the same size as a conventional bin but comes with an automatic shutter and overflow protection and compacts the waste, which reduces the number of bags.

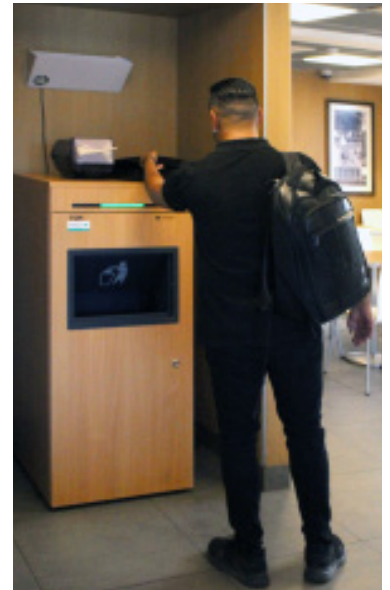
"With TOM installed, bag switches occur only 3 times a day vs 3 times per hour before during rush hours."

McDonald's in Chile



Installations at 8 McDonald's locations in Santiago de Chile:

- **23 TOM Junior** smart bins
- **Soon 19 TOM** at 7 other locations



Each location with TOM on site saves approximately:

- **76 Hours Monthly** time for other tasks.
- **810 Fewer Plastic Bags** per month for the environment.
- **81 % Reduction** of the carbon footprint.



October, 2020
Text and images are provided by Vigatec in Chile.

WHAT ADVANTAGES HAS MCDONALD'S CHILE NOTICED WITH TOM?

- The user experience.
- The customers' perception of McDonald's as a technological brand committed to the Circular Economy.
- More time for the staff to spend on the core business.
- Cleaner premises.
- Better service overall.
- Reduced number of waste collections conducted by an external company.

"I really like this type of automatic waste bins, because I remember, that previously there were always overflowing garbage bins. With this compactor, the space looks clean and well organized."

Carmen Pirela
Customer at McDonald's Rotonda
Atenas

"The implementation of smart bins in our restaurants has allowed us, in addition to make the waste management more efficient and reducing our carbon footprint by 81 %, to offer our customers a better service experience, with cutting-edge technology on site that goes from taking the order to the disposal of their waste."

Elías Zavala
Operations Manager
McDonald's Chile



Watch TOM Junior at McDonald's Chile in action on YouTube

October, 2020
Text and images are provided by
Vigatec in Chile.