

# 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.

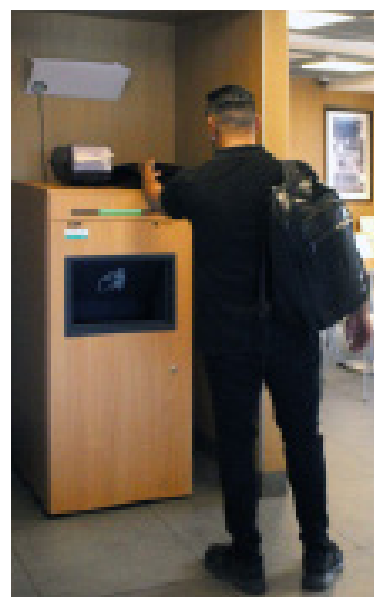
**"With TOM installed, bag switches occur only 3 times a day vs 3 times per hour before during rush hours."**

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

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