

Small litter, notably cigarette ends and spent gum, is problematical for these reasons:

- smokers and chewers are unwilling to go far to dispose responsibly of their waste
- cigarette ends are difficult to pick up and gum-stains are very expensive to remove
- all attempts to change discard behaviour through the provision of personal disposal solutions have failed
- existing street litter solutions are not optimised to capture this type of waste, are expensive and need specialist fitting

Zilch micro-bins provide a solution to these problems as they are:

- inexpensive at a cost of less than £12 each
- easily deployed with just a pair of snips needed
- convenient and liked by smokers and chewers
- easily and quickly emptied with no fiddly key
- simple and cheap to replace if damaged or soiled
- deployable at high density ensuring high availability
- fixed either by ties, self-adhesive or screw-mounted
- small enough to be unobtrusive but large enough to be seen with branded livery available as an option



The environment is at the heart of the product as:

- deploying micro-bins prevents plastic-made filter-tips going down drains and into watercourses
- the visual amenity of a street scene is enhanced by the absence of butts & gum-stains
- the stubbing plate and bin-liner are both made from the aluminium from repurposed litter-picked aluminium cans
- the backing of the stubbing plate is made from discarded estate agent sign-boards
- filter-tips and gum collected in this way can be passed to specialist recyclers

How might you use the micro-bins:

- to see for yourself how such a simple and inexpensive solution can bring about behaviour change without enforcement or promotion
- as part of the strategy when introducing environmental enforcement and thus providing smokers and chewers with no excuse for irresponsible disposal
- to find out whether the such a low-cost solution is something that will suffice in the area in which deployed
- as a cheap way of determining the best placement of more expensive solutions



So find out how Zilch micro-bins can help you achieve your clean street and environmental responsibility objectives: 0755 340 7459 or [sales@zilch.org.uk](mailto:sales@zilch.org.uk)