

# MOLOK<sup>®</sup>

## Deep Collection News



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# Times change, we change with them



The past year has been a successful one for Molok. For me, it has meant a period of learning, of getting acquainted with a completely new world, the world of the deep collection system and its products, and with our distributors and partner companies in different countries.

The past year has also brought many changes. In our fast developing, growing company, we experience constant change.

We have now produced this magazine, Molok Deep Collection News, as a new working tool to start a continuous, important flow of information and to form a discussion forum between us and our key resources: Molok employees and distributors.

We will also be putting more resources into our marketing and marketing materials, and have started working with an advertising agency with a long, international history.

As a growing company, the planning of sales and production is becoming extremely important for Molok. As the old saying says, "well planned is half done".

To provide a basis for more accurate planning, we are now starting a "rolling budget" procedure, with the aim of better forecasts for the activities of the coming four months.

Dear friends, I would like to thank you all for our cooperation that has got off to such a good start. I look forward to our continuing success together, as Molok sales continue to grow!

**Jukka Anttila**  
Export Manager

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## ROLLIN' BUDGET Part three / 2003 COUNTRY:

MOLOK	September	October	November	December	Budget total 2003
300 L					
800 L					
1,3 m3					
3,0 m3					
5,0 m3					
BIO					
Total:					



## FIRST MOLOKS FOR BRAZIL AND NEW ZEALAND

The Molok deep collection system is continuously gaining new markets world wide. During the autumn, Moloks will be installed for the first time in Brazil and New Zealand.

In Brazil, Molok containers will be placed in the Comlurbe area of Rio de Janeiro. In the first stage, the installation will include 15 3000-litre deep collection containers.

In New Zealand, the country's first Moloks already serve the students at the Auckland University of Technology. With a new distributor, James Watkinson, the prospects for the deep collection system in this exotic country look promising.



*The first Molok's in New Zealand at the Auckland Technical University area.*

## VIP STYLE MOLOK TO BORDEAUX, FRANCE

A very special looking VIP-style Molok has been installed in the city centre of Bordeaux in France.

At the special request of the city mayor, Mr *Alain Juppé*, the five cubic metre Molok has been covered with inox stainless steel.



*The impressive stainless steel Molok is located right in the centre of Bordeaux.*

## GROWING MARKET FOR MOLOK IN SPAIN

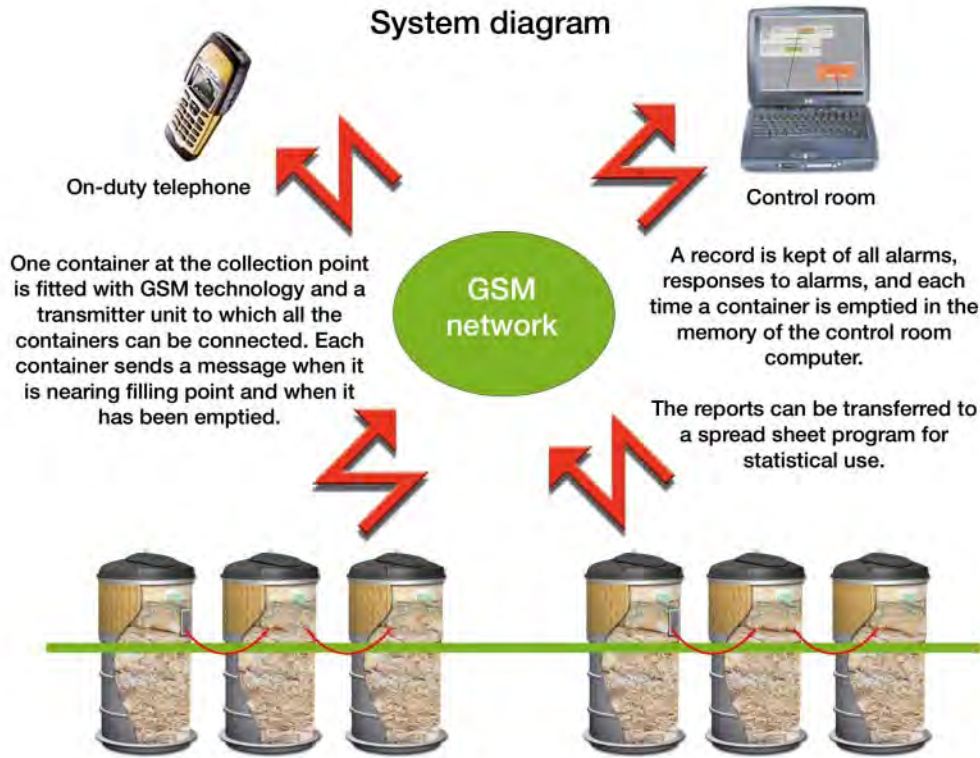


*A full-range Molok recycling point with six containers in Inca, Mallorca.*

Spain is today one of the most rapidly growing markets for Molok. During the past few years, Molok Iberica has sold several hundred deep collection system containers to different cities.

The city of La Coruna alone has a population of over 400 containers, the Inca area in Mallorca over 40 containers and Tres Cantos in the capital Madrid over 35 containers.

## SmartMolok SMART DEEP COLLECTION OF WASTE



Information technology meets waste management:

# A FLYING START FOR SMARTMOLOK

SmartMolok, the new intelligent innovation launched by Molok, has got off to a flying start over the past months. At present, these intelligent waste containers are in full operation at more than 10 collection sites in Finland and Switzerland. During the autumn, SmartMoloks for demonstration and testing purposes will be placed in Sweden, Norway, Belgium, France and Portugal.

Introducing modern information technology to waste management for the first time, the SmartMolok automatically sends out a message when it is filling up and needs to be emptied. The new product, officially launched at the Environment 2002 exhibition in Helsinki, should help cut transport costs, particularly in more sparsely populated areas where distances are longer and transport costs accordingly higher.

The operation of Smart Molok is based on a sensor and transmitter unit installed in the deep collection

container. The sensor detects when the container is nearing filling point and activates an alarm. A message is then forwarded via a transmitter unit to a designated address, either the computer of the collection company or in SMS format to the operator's mobile phone.

Using the data sent in by the smart containers, the collection company knows the exact location of each container and can plan the logistics for its emptying route with maximum cost efficiency.

The smart waste collection container is the outcome of years of intense product development at Molok. The container has undergone rigorous testing since autumn 2001, and the first unit installed for on-site testing was in operation throughout the summer of 2002 at a housing company in Tampere. The smart technology can be applied in containers for mixed waste, paper, glass and scrap metal.

### Start of sales better than expected

"The interest shown in this intelligent "IT-container" has been far greater than expected. SmartMolok has had no problem in selling itself at trade exhibitions, for example, and customers are constantly after me to speed up the installation of this smart system," says **Jari Kuntsi**, product manager for SmartMolok. ►



The SmartMolok system, installed here in a Molok container in a remote part of Finland, is hardly visible outside or inside the container.



Switzerland: Verbier, probably the leading ski resort in Alpine Switzerland, obtained its first SmartMolok container in August 2003.

"The system itself is so small that it is hardly visible in the container. During the tests in demanding Finnish winter conditions, the alarm system has proven to be highly reliable. Installing the entire smart system in an existing Molok container only takes a few hours," explains Jari Kuntsi.

Jari Kuntsi encourages all distributors to have a look at the SmartMolok testing and demonstration sites that will be installed in the near future in the Nordic countries.

"We are looking forward to developing SmartMolok into a big seller during 2004," concludes Jari Kuntsi.

## SMARTMOLOK REFERENCES IN SEPTEMBER 2003

### Finland:

Asuinkiinteistö Amurinportti, Tampere

Supermarket Citymarket, Kaarina

Waste management company Jokilaaksojen Jäte Oy, Ylivieska

- Haapajärvi recycling point
- Nivala recycling point
- Ylivieska recycling point

Waste management company Kiertokapula Oy

- software installation
- Hyvinkää recycling point
- Janakkala recycling point

Tourist centre Lumimaailma, Jämijärvi

Waste management company Pirkanmaan Jätehuolto

- Salussärkkä recycling point, rural area

### Switzerland:

Switzerland (VD) Legier

Switzerland (VD) Cmne de Bagnes

### Installations during the next few weeks:

Asuinkiinteistö Kajaanin osuus kunta, Kajaani, 3 containers (first factory installation)

Waste management company Rouskis, recycling point, Salo

Waste management company Pirkanmaan Jätehuolto, Tampere, recycling point

### Testing/demonstration sites to be installed during autumn 2003:

Sweden, Norway, Denmark, France, Portugal, Belgium

# MOLOK CONQUERS THE CITY OF NANCY WITH ITS TIDINESS



*The "recycling ambassador" Sanya Maroc explaining to Francois Bouché the use of the new Molok deep collection system.*

Tidiness is the number one benefit of the Molok deep collection system for the city of Nancy in Northern France. During the period 2002-2006, a total of 650 Molok containers will be installed in the greater Nancy area in a project costing EUR 3.7 million. The change to the deep collection system and better classification of waste is being backed up with various marketing activities.

By choosing the Molok system, the city of Nancy will boost the percentage of recycled paper, glass and metal from household waste. By 2006, every sixth inhabitant of Nancy will be using the Molok system.

"The Moloks were installed just in time. They are far tidier than the old-fashioned waste containers and also enable us to classify and recycle different types of waste. Now is the right time for us to learn to use centralized waste collection sites," comments Mr **Francois Bouché**, who lives in a large apartment block in Haut-du Lièvre, Nancy.

The inhabitants of Nancy are being helped out with the use of Moloks by a special "recycling ambassador", Ms **Sanya Maroc**, who goes around residential areas and explains the secrets of efficient waste recycling. ►



*Overview of a complete Molok installation in Nancy.*





According to Mr. Francois Bouché, the Moloks arrived just in time.

The change to Moloks was also backed up with a series of marketing activities, specially targeted at children, and with a special song contest, held around the theme of waste recycling.

The winner of the song contest was a 15 year-old boy Henrik André who wrote and performed his own song - "les nouveaux ecolos - the new ecological Moloks".



Sany Maroc plays like a key role when introducing the Moloks to the citizens of Haut du Lièvre in Nancy.

# CONSTRUCTION OF NEW PRODUCTION FACILITIES FIRMLY ON SCHEDULE IN NOKIA



Molok Oy is concentrating all its operations in Nokia. Builders at the construction site for the company's new production and office facilities, which comprise a floor area of 5,000 square metres, held a topping out party on August 22. The first Moloks will be rolling out from the new premises in December.

Most of the new facilities, some 4,000 square metres, will be allocated to casting, assembly, warehousing and dispatch. Management, administration, sales and product development will take up the remaining 1,000 square metres. The project has a budget of over three million euros.

Rotation casting of Molok's collection containers in Nokia is scheduled to start up in December. Office staff will move in later, in March 2004. Molok's headquarters are currently in Nokia at a different address, product development has its own separate facilities and assembly work is done in Lavia. Production of the

cast container chassis has been contracted out to a domestic supplier.

"Right now the company is enjoying strong growth and the decision to concentrate all operations in Nokia will bring us huge benefits. Producing the deep collection containers from beginning to end under the same roof will enable us to respond more flexibly to changing market needs. When necessary we can use our state-of-the-art rotation casting line to produce several different container sizes at the same time," says Managing Director **Jarmo Turtiainen**.

"There are also major logistical benefits as far as exports are concerned. We can now ship container components in large batches for final assembly to different parts of Europe, which will save space and therefore costs. This obviously translates into a more competitive product on the solid waste collection market," adds Mr Turtiainen.

*The new 5000 square metre production premises in Nokia will give Molok Oy several benefits in production and logistics.*



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