



Allegheny Supports Our Vets

Shredding Industry

Published by **ALLEGHENY SHREDDERS**

REPORT

Over 45 Years of Customer Satisfaction

SPRING 2012

A Natural Spin-off into Document Destruction

Commonwealth Document Management meets needs of its healthcare customers



Pictured left to right: Rob Giannini, General Sales Manager; Bill Darnell, Special Projects Manager; Amanda Clay, Office Manager; Nick Clark, Operations Manager; Ethan Fowlkes, Sales Consultant

When Commonwealth Home HealthCare was asked by its customers if it could destroy their medical records as well as supply them medical equipment, the entrepreneurially-minded company thought: Why not? No one based in Southside Virginia was providing document destruction services and many of Commonwealth's medical customers were not happy with their current shredding companies.

Intrigued by the potential to diversify its business, Commonwealth began exploring the waters. Allegheny was the first of three vendors to respond to their request for information. Evelyn Jefferson spent the first hour of their initial meeting sharing her vast knowledge about the industry before she even began to talk about Allegheny's product line.

"That gave us confidence in and respect for Allegheny right from the start," said Rob Giannini, General Sales Manager.

NATURAL SPIN-OFF *continued on page 6*



Build It, We Will Buy

Gauer Daten appreciates Allegheny's unique formula for creating excellent equipment

When it came time for Markus Gauer to consider purchasing a hard drive shredder to ease the workload of his paper shredder, it was a no-brainer where he would look.

Gauer, managing director of Gauer Daten- und Aktenvernichtungs GmbH in Wiesbaden, Germany, says his commitment to Allegheny equipment goes back to a visit to Allegheny's factory in Delmont, Pennsylvania in April 1998.

"When I saw the video of the shredders at work, it was so impressive," Gauer said. "They were crunching wrenches like a hot knife going through butter. It's not only the quality of the equipment, but the way they build it. It was obvious that our choice of a hard drive shredder would be an Allegheny."

BUILD IT, WE WILL BUY *continued on page 6*

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Giving Them More than They Expect

Allegheny's founder shares thoughts on the art of selling and maintaining customer satisfaction

The customer's always right—even when he's wrong" is what I've learned from over 57 years of doing business. And my philosophy on how to keep customers happy can be boiled down to this: Give the customer a little more than he expects, and he'll be back.

I find that often the best customers are the oldest customers. Some of them have been using our shredding equipment for 25 to 30 years – and they keep coming back because they know they're going to get the same quality and reliability they did with their initial purchase. The investment is mutual – they want to put their money into excellent equipment from a company with fast, attentive service, and we want to establish a long-term relationship and continue to foster their success.

It turns out that loyal customers are also your best salespeople.

Whereas a potential client may be unsure of someone wanting to sell them something, they won't hesitate to follow a sincere recommendation from a colleague.

I learned that myself when I began selling office equipment back in the mid-50's – such as perforators and coin handling equipment. I would talk to people and share what I knew, and I never sold so many as when I had a toolbox in my hand! People will trust someone servicing a machine, who knows the equipment, more than they'll trust a salesperson.

Another technique? I'd drop off a machine for the customer to try out...not pushing the sale. I'd say, "Try this, just use it for two weeks," and the machine would sell itself.

If you know you have a good product or service, be persistent. Years ago, during a visit to a customer with a young colleague, the client had to leave us for a phone call. We sat there for nearly two hours waiting for him. My colleague wanted to go...but I said, "Sit tight, we've got ourselves an order here." Finally the client returned – he had forgotten about us – and he felt bad for



*John Wagner
President & Founder of Allegheny*

"The key is speaking to the customer's need... and your ability to provide prompt, reliable service. And most rewardingly, we take the time to get to know our customers and their specific situations. Long-lasting relationships are the best way to run a business."

our time and agreed to buy our machine.

The key is speaking to the customer's need...along with confidence in your product (or service) and your ability to provide prompt, reliable service. Share knowledge and you'll gain trust and credibility. I told one customer in Texas who was considering our equipment, "Sam, you can't afford to spend money on a machine that will last 3 years – ours will last 20." And yes, she took my advice and bought our equipment!

And know your stuff. Talk knowledgeably and enthusiastically about your product. Once years ago I answered a sales call thinking a guy wanted a shredder, so I told

A Senior Moment

A little silver-haired lady calls her neighbor and says, "Please come over here and help me. I have a killer jigsaw puzzle, and I can't figure out how to get it started."

Her neighbor asks, "What is it supposed to be when it's finished?"

The little silver-haired lady says, "According to the picture on the box, it's a rooster."

Her neighbor decides to go over and help with the puzzle.

She lets him in and shows him where she has the puzzle spread all over the table.

He studies the piece for a moment, then looks at the box, then turns to her and says,

"First of all, no matter what we do, we're not going to be able to assemble these pieces into anything resembling a rooster."

He takes her hand and says, "Secondly, I want you to relax. Let's have a nice cup of tea, and then," he said with a deep sigh....

"Let's put all the Corn Flakes back in the box."

him all about my shredders, he bought one, and then told me, "But that isn't what I called about!" He was actually looking for a perforator, and he bought that too! When I was selling perforators, there wasn't anything I didn't know about perforators. Now, you can't tell me anything about shredders I don't know.

Why are our customers happy? Our equipment is built so well, and lasts so long, that they feel satisfied. When there's a need for service, we're extremely

JOHN WAGNER *continued on page 8*

Anticipate the Demand

Staying ahead of pricing and regulatory trends

In his book, *A Category of One*, author Joe Calloway tells a story from his days working for a residential real estate company in the 1980s, at a time when interest rates were approaching 20%.

As you would imagine, it was a tough time for the residential real estate field in general.

Mr. Calloway recounts how the owner of the firm, one of the most successful firms in the metro area, called all the employees together and told them in so many words, “The current situation is nothing more than an invitation for some of our competitors to pursue another line of business.”

In the midst of the current downturn in paper prices, secure destruction service providers that have prepared themselves to be more than the owner of equipment, could be having that same speech in their offices today.

Over the last 6 or 7 years, the value of recycled paper has been consistent and relatively high. Prices have been high and stable enough for a long enough period of time that many in the industry started taking them for granted. They used that price as competitive leverage. And, unlike decades ago, when paper was sometimes indexed against the service charges, companies have recently been incorporating the exaggerated revenue into their off-the-shelf pricing models.

While the jury is still out on what the current downturn in recycled paper values means, let's look at possible scenarios. The event could be temporary, followed soon by a bounce back to sustained higher levels. Many are predicting just that. Then again, it could just be a return to the cyclical 3 to 4 year cycle of rising and falling prices, in which case, even though somewhat predictable, it will remain an unreliable revenue source.

Either way, the precipitous drop in paper prices, at a time when economic indicators are actually going up, is a wakeup call



Bob Johnson,
Executive Director of NAID

“I firmly believe we are at a time when just owning equipment and having the lowest price will not be enough to succeed in the secure destruction industry.”

for some, a reminder for others, and an opportunity for those who are prepared to be more to their client than just an owner of equipment.

Secure destruction service providers are at a crossroads. They are facing a kind of paradox. At a time when recycled paper revenue is down and shown to be unreliable over time, the only solution is to invest more heavily in meaningful differentiation that will drive revenue in a more sustainable and ultimately more profitable manner.

I firmly believe we are at a time when just owning equipment and simply having the lowest price will not be enough to succeed in the secure destruction industry.

The Final HITECH (Health Information Technology for Economic and Clinical Health) Rule is due out next month – with provisions that strengthen enforcement of HIPAA rules, such as increasing levels of culpability and increased

penalty amounts for security violations. Mandatory fines for improper disposal by untrained staff will be law. As you read this, the staff members of State Attorneys General are being trained by U.S. Department of Health and Human Services to intensify enforcement. And, all of this is simply a dress rehearsal for a pending national data protection law covering all personal data.

It will not happen overnight but it will happen. Ultimately, service providers will have a choice: Obtain the knowledge and operational protections that will be meaningful in the revised marketplace or slowly become obsolete.

Pricing will never be irrelevant, but the qualifications for successful market entry into the secure destruction business will inevitably increase. Customers will look for vendors to provide a range of reassurances to insulate them from liability. It may be the vendor's ability to train its employees. It may be the certifications they offer, to assure customers that they are holding to certain standards to meet the stricter regulations. It could be their liability indemnification. It will probably be at least all of the above.

Steve Jobs' legacy, the most profitable company on the planet, has taught us that we cannot wait for consumer demand to dictate our reaction to the market. To react to the market is to follow. It is to be a commodity.

The mindset he instilled at Apple was to anticipate consumer demand, and in some ways even create consumer demand.

Seeing that customers will require more professionalism, more controls, and more expertise from their service providers before they are asking for it does not require a crystal ball; it requires eyeballs. The writing is on the wall and now is the time to get out in front of the inevitable trend.

Bob Johnson is the CEO and Executive Director of NAID. He can be reached at rjohnson@naidonline.org

Greetings from Shredder Mom!

Customer Satisfaction: Your Greatest Tool

Hi everyone! Just a quick shout out to our NAID Board before I get started on my article... I attended the NAID/PRISM conference in London last November, and I want to thank the NAID board for the tremendous job they did. It was heartwarming to see our board so unified. And kudos to our upcoming NAID president, Scott Fasken – who looked quite handsome in his suit! Thanks for always keeping me a part of the NAID family.

And...as for the London photo, I suppose I should have been standing in front of Big Ben...but for those of you who know me, it's fitting that I chose Harrods instead! Thanks Tom and Lynne for taking the picture!

NAID's conference theme this year is "Putting the 'You' in Success." Creating customer satisfaction plays a vital (and often underrated) role in establishing a successful business.

In my many years of experience, I've learned that it all begins with listening. What type of business is the potential client in? Look up their website, become familiar with their products before you go visit. Why are they looking into information destruction? We know they need this service, but what do they think? What are their concerns? The key to customer service is quite simple: everyone likes to be heard and everyone has a story to tell.

Offer them as much education as you can. In my case, I let them know all the ins and outs of getting into the shredding business. I find out about their budget, their geographical area, their potential market; they get the real scoop, not a sugarcoated picture. I want them to have the facts, because there's nothing worse



Shredder Mom Evelyn Jefferson about to take on Harrods department store, London

than getting someone started in a business and then have them call and say, "It's not working!"

I steer them toward NAID, which is of course such a great resource for additional knowledge and support. And I send them names of my customers, because these referrals are your best sales tool. Talking about equipment is secondary. First, I listen and educate, and of course then we must tell them what we have to offer.

Rob Giannini, whose company Commonwealth Document Management is featured in this issue, said he was sold on Allegheny from the start because we didn't even mention our equipment during the entire first hour of our meeting!

Servicing the customer comes next. At Allegheny, we've developed a reputation for excellent customer service: we make every attempt to respond within a 24-hour time frame of a customer's call to address/resolve their needs. We provide direct phone access to a technician, and since we do our own manufacturing, we usually have the parts in stock at our factory ready to be shipped out overnight. And our customers know we'll be there for them – we've been there for 45 years, and now with the 2nd and 3rd generation of Wagners working at Allegheny, they know we'll continue to be there.

It's that responsiveness and attention that builds trust and confidence in our customers. When they need a second larger machine – or even a third – as their business grows, they turn to us. We train our sales team to get actively involved with our customers. So invest time in your customers, go visit, be interested, ask questions. The four walls of my office are filled with pictures of my clients and their families!

And be willing to go that extra mile for the customer. Back in 1997, an existing Kansas City client came to us and said, "We need to shred 5 tons per hour," something unheard of in the industry at that time. We took the challenge and built a machine to do that; he came to our factory and saw the machine shred 5 tons in 58 minutes! He bought it, of course. If a customer comes with a special request, we respond and make it happen.

Lastly, never "over promise and under deliver." At Allegheny we under promise and consistently over deliver. It is easy to do – the ISO promise is "do what you say and say what you do." Your customer will always be impressed if you always exceed their expectations. As John Wagner says, "Give customers more than they ask for and they will be back!"

We have a customer for whom we have installed multiple location systems and we always try to have a sit-down meeting with them at NAID. Last year they said, "Honestly, we have no issues or complaints, so we really don't need a meeting – just keep doing what you are doing and let's go have a beer." Once again, under promise – over deliver. I promise you, it is that easy.

I always also say, "It's easy to do the wrong thing, hard to do the right thing." For instance, it's the end of the day, the driver is tired and there is one more stop – he decides to forget it and go tomorrow – wrong thing! Believe me, we all do it – but the customer will remember that we went that extra mile to support his success.

So remember: Customer satisfaction is your best success tool. I'll leave you

SHREDDER MOM *continued on page 7*

Allegheny Employee Profile: Tom Wagner

Designing the Perfect Fit – Tom Wagner uses his creativity to draw up cost-effective equipment solutions tailored to customer needs.

A quarter of a century has passed since Tom Wagner began his tenure with the family business, but dealing with the busy atmosphere at the Delmont home office has made it fly by quickly. Like most Allegheny employees, Tom is capable of wearing quite a few different hats, though his official title comes closest to “Systems Design.” And with father John and brother Jim to keep an eye on, it’s been an adventurous, lively ride.

Tom started working part-time in the factory right after high school, working with brother Bob in the electrical department doing control wiring and helping out in purchasing. In 1986 he started full-time, performing any tasks that were needed. He ended up in the sales department, spending a decade learning how to discern the needs of the customer and follow through to get them started in the shredding business. Slowly he moved toward design and equipment layouts, which occupies most of his workday, in addition to pulling together an occasional preliminary quote for a customer or giving his advice to other departments.

“I’ll go visit a customer and measure their facility, see what dimensions we’re working with and what the customer wants in terms of layout for his or her equipment. I’ll do an initial drawing to get us out of the gate, and if it’s approved, then it gets refined and the exact measurements of the equipment are ironed out. Quite a few times changes are needed to fit the customer’s footprint.”

The challenging situations sometimes bring out his best designs. “Sometimes I have to draw it a half a dozen different ways to make it fit, rearranging conveyors and shredders this way and that,” Tom says. “It’s like making a puzzle fit. I can come up with a number of possible designs before selecting the best solution. The real challenge is getting



*Tom Wagner
Allegheny's head of Systems Design*

“There’s an advantage for a customer to work with a family business. Service is infinitely better, and a trust factor develops. Our customers can count on a baseline level of quality they never have to question.”

the equipment to fit, making sure it’s what the customer needs and wants, and ensuring it’s the most cost-effective plan. Our goal is to find the least expensive equipment that’ll do the job and create the smallest footprint.

Our advantage is that we do make several different technologies – shredders, grinders, cross shredding systems – that gives us a lot to choose from, along with an extensive line of sizes, horse powers, and configurations. It gives us a lot of options to choose from to create a solution to meet the customer’s requirements. And two sophisticated computer programs make the design process easier.”

Tom still has contact with some of his sales customers, filling their needs as business expands. “My biggest reward is

putting together a system for a customer, and hearing him say, ‘Tom it was perfect, exactly what we wanted.’ The salesman in me loves that part, although I love doing the drawings too.”

Tom was instrumental in developing Allegheny’s Hard Drive Shredder, sketching out how the cutters should look, the side plates, etc. He is looked to for suggestions on how to change or upgrade the design of certain equipment for more efficiency or longevity.

He’s also been involved with Allegheny’s line of Core Shredders since the beginning.

“My Dad found a company with a specific need and built the machine on spec. It worked great! Since then he’s relied on me to visit facilities, size the equipment, and expand the line.”

How is it working with the family? “Dad’s a great boss, and he gives me complete flexibility to fashion my job the way I think best,” Tom said. “And Jim’s great to work with – I defer a lot to him because he’s out there running the shop – which is more than fine with me!”

“I think there’s an advantage for a customer to work with a family business. If something goes wrong or you want advice on something, you don’t have to call a national number and be shuttled around till you finally get the right person who can help you. With a small, family-owned operation, you get a person on the phone right away, and service is infinitely better. There’s continuity there. And that extends to extended family, such as our sales manager Evelyn. Lots of customers have stuck with us for decades, just because they trust her. And Stan Ciesielski, who for years has been designing and refining our equipment to make sure it’s the best. Many of our employees have been with us a long time. A trust factor develops; it provides a structure our customers can count on. We provide a base level of quality that customers never have to question. Trust and credibility – that’s the difference.”

When it comes to building with his own hands, Tom prefers wood to steel.

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That first meeting was in December 2010, and Commonwealth purchased an Allegheny Model 18-250C Shredding System with an Allegheny Horizontal Baler and an Allegheny Off-Loading System compatible for mobile shredding trucks in March 2011. The new company, Commonwealth Document Management, was launched in May 2011.

Commonwealth Document Management began offering both on-site and off-site destruction. Currently, 90% of the business is on-site.

Giannini says his equipment is working great. The walking floor on the mobile truck feeds the shredded material into the hopper of the Off-Loading System. The 18-250C shredder also feeds into the Off-Loading System. The conveyor then takes the shredded paper to the Allegheny Horizontal Baler.

“It was important for us to be able to offer ‘chain of custody’ to our customers so they can be assured we will manage their secure information from the time of pickup to delivery to the paper mill for recycling,” said Giannini.

The fact that Commonwealth has been in the medical business for over 28 years and has been HIPAA compliant only helps its customers understand the importance of security. With recent changes to HIPAA regulations, the emphasis on security is growing in importance. The challenge is to make potential customers see the enhanced need for information security and encourage them to be more proactive.

Document destruction customers also need a secure place to store records, and Commonwealth jumped at the opportunity. In its 70,000-square-foot secure facility, 12,000 square feet are dedicated to records storage.

“Document destruction and records storage go hand in hand, it’s a good marriage,” Rob said. “Again, it was a natural offshoot to store records and several of our document destruction customers had limited space in their businesses and have taken advantage of this service.”

Commonwealth also has plans to offer scanning and digital storage services in the near future. The medical industry has been moving toward electronic health records for the past several years. With the implementation of Health Information for Economic and Clinical Health (HITECH), the Stimulus and Recovery Act provided funding for hospitals and physician offices to convert to Electronic Health Records. Those entities receiving funding have until the end of 2014 to make the full transition. “So there’s a growing need for scanning and digital storage,” Giannini said.

Allegheny’s credibility was established at the first meeting, and as Commonwealth executives learned more about the equipment, their favorable impression grew.

“American-made equipment was an important factor, and we also liked the trade-in policy. The ability to buy newer, larger, higher-volume equipment down the road was very attractive. The trade-in policy is clear and concise, and Allegheny markets it well.

“When you partner with a company like Allegheny, you improve your learning curve and avoid many of the mistakes new companies tend to make. They helped make the startup process much easier. They provided us with valuable knowledge that was instrumental in developing our business plan. It was very helpful to learn about the dos and don’ts of starting, including important regulatory issues. They put us in touch with Allegheny customers whose businesses were of similar size and demographics and those companies gave us good, practical information. Allegheny helped us get out of the gate heading in the right direction.”

Commonwealth employees also went down to Georgia and trained with Renee Keener of American Document Securities. “Renee started the same way we did, a small company with a single truck and local marketing,” Rob added. “At her ‘Shredding 101’ workshop we got to see Allegheny equipment at work

NATURAL SPIN-OFF *continued on page 8*

BUILD IT, WE WILL BUY *from page 1*

In addition to quality manufacturing and reliability, good service and attractive pricing were also important in his decision.

“We would have paid at least 20% more in Germany [...machine],” said Gauer. “German equipment is sometimes over-engineered. It provides solutions to problems that haven’t occurred or that aren’t significant. You can often save significantly by foregoing something you really don’t need.”

“Allegheny builds with quality materials, but also precision at the right place. They don’t over-engineer – the design is straightforward, form following function. We don’t need bells and whistles – just a sturdy, reliable shredder built to do the job.”

Markus entered the information destruction business via the cardboard/waste paper collection company his great grandfather had started back in 1894. When document destruction began in earnest in Germany in 1972, “No one was willing to pay for the service of secure destruction,” he said. “I entered the business in 1981 but only in 1983 did I completely convert from wastepaper collection to document destruction.”

The bulk of Gauer Daten’s destruction is paper shredding – 95% to 98%, at an average rate of 600-700 metric tons a month. The 20” Hard Drive Shredder destroys an average of 300-400 drives a month, though occasionally a 1500-HDs-a-day job will come up.

On-site shredding isn’t as popular in Germany as in the US, and Gauer Daten only shreds approximately 2% on-site. Document storage isn’t big either, with only 2%-3% of companies storing off-site as opposed to 50% in the US.

Germany is the leading country for recycling, however, with very

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sophisticated sorters and balers. “One reason why we became good at it is because after two world wars, our currency was not universally accepted. So we had to reuse resources very early.”

When Gauer purchased the special 20” Allegheny Hard Drive Shredder in February 2011, he knew it was a prototype and might have some minor flaws. “But we knew absolutely we could count on Allegheny to fix any problem that might arise in this custom-designed machine,” he added.

One advantage of Allegheny’s shredder is that cleaning magnetic debris from the hard drives is easy. “It used to take us 5 to 6 hours to clean our machine after doing 1200 hard drives,” said Gauer. “But Allegheny’s system is more open physically, making it easier for a technician to get to the cutting assembly when necessary.”

When shredding hard drives, some magnetic debris is going to stick on the combers and discharge areas. So Allegheny sent stainless steel (anti-magnetic) combers and spacers, which solved 70% of the problem.

“It’s great to have a machine dedicated just to hard drive destruction,” Gauer said. “The shredder has absolutely helped

TOM WAGNER continued from page 5

In fact, he’s become an accomplished woodworker in his hours away from the factory. He’s crafted tables, chairs, picture frames...if you step into his office at work you’ll notice two tables and two chairs that he designed and built. Next project? A desk for the office.

And of course, four kids also occupy of lot of time. With two still at home and two making their way through college, Tom and his wife Kim are kept active on many fronts.

Tom Wagner is head of Systems Design at Allegheny. He can be reached at (800) 245-2497. E-mail: twagner@alleghenyshredders.com



Allegheny 20” Hard Drive Shredder

our success – and the paper shredders are free to do their job. The hard drive shredder is a compact machine – 1.5 square meters wide, weighing 1273 kilos. It’s an excellent machine. It’s had no jams, and gives us continuous production. We can’t feed it fast enough! And if there’s anything needing a fix, it’s a matter of an email or short call to Allegheny. They stock spare parts – and service is fast, usually in 24 hours. Sometimes we have to wait for parts in Germany longer than that but due to the improvements in international freight logistics, Allegheny can service us immediately.”

The helpful attitude at Allegheny is something Markus values a great deal. “What’s great about Allegheny is that they care. Many vendors once they’ve

SHREDDER MOM continued from page 4

with three suggestions: 1) Believe in your service; 2) Listen to your customers – and be willing to go the extra mile to meet their needs (even a small thing like making a special trip to empty a bin goes a long way); and 3) Use your current customers as your best salespeople.

You’re only as good as your name – so make it a great one!

sold you the equipment, they’re done. We knew in advance, from knowing Allegheny for 15 years, that we would be getting exactly what they promised. And more – the machine actually does MORE than we were promised.”

To a German who loves the technical side of things, the key is in the way they build their equipment.

“It’s quality materials, but also precision at the right place. They don’t over-engineer – the design is straightforward, form following function. And we don’t need bells and whistles – just a sturdy, reliable shredder built to do the job.”

The longevity of Allegheny equipment also inspired confidence, as well as the testing facility. “They can test under real world conditions,” said Gauer. “I don’t know any other manufacturer who has a facility for this.”

Gauer Daten faces lots of competition, located close to the banking city of Frankfurt. “Every customer we win, is one somebody lost,” he admits. The shredding market is fairly saturated, in a country that was the first to have mandatory laws for privacy protection.

But with Allegheny’s continued support and ongoing solutions, it should be a winning venture.

“I’m sure it won’t be the last piece of equipment we buy from Allegheny,” Gauer said.

Markus Gauer is Managing Director at Gauer Daten- und Aktenvernichtungs in Wiesbaden, Germany. He can be reached at +49-611-96739-14. E-mail: markus.gauer@gauer.de

Can’t wait to see you at the NAID conference! Come by our booth and say hello to the Allegheny/Wagner family... and we have a surprise for you!!

**XOXOXO,
Shredder Mom**

Evelyn Jefferson is the Sales Manager at Allegheny Shredders. She can be reached at (800) 245-2497. E-mail: ejefferson@alleghenyshredders.com

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prompt – many times, the person who answers the service call is the one who built the machine, so he knows what he’s talking about. And when we install a system, we make sure they are fully trained to maintain their equipment at peak performance to protect their investment.

Once we got a service call from Texas on a Friday afternoon, and I sent my son Bob down on Saturday morning. Turns out it was a loose electrical wire, and Bob was back home Saturday afternoon. It’s not unusual for us to be on-site if needed, within 24 hours.

Lastly, and most rewardingly, we take the time to get to know our customers and their specific situations. Long-lasting relationships are the best way to run a business. Our Sales Manager Evelyn, who’s been with us for over 20 years, tunes in not only to the customer’s business needs but naturally extends that into a warm and long-lasting friendship.

It’s how we do business, and it’s worked for us. So try giving your customers a little bit more than they expect...and you’ll have a customer for life.

John Wagner is President and Founder of Allegheny Shredders in Delmont, Pennsylvania.

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and learned not only about day to day operations of a shredding company but how to troubleshoot the equipment.”

“With the help of amazing equipment and excellent service, Allegheny has helped us get off to a great start,” Giannini says. “They have a ‘small company, family feel’ like ours – you’re always more comfortable doing business with companies similar to your own.

“Our service area is a 100-mile radius of Danville which includes portions of North Carolina,” he said. “We started marketing our services to local businesses first. We already had a good reputation

in our community, so there’s been lots of support. We have a great staff in place and now it’s time to expand outside our immediate area.”

Rob Giannini is General Sales Manager at Commonwealth Document Management in Danville, Virginia. He can be reached at (434) 797-2332.

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If you would like to have your company featured in our newsletter, contact Evelyn at ejefferson@alleghenyshredders.com

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