



To Shred and Protect

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While this may be the season for the snow piling up outside your door, it is also the time for doing something with those personal and business papers that seem to be piling up inside your home or office.

Now there is a new service that comes right to the door and helps you get ride of "the stuff," without worry of those papers, especially your identity getting into the wrong hands.

Fairfield resident Bob Nichols has opened a Shredstation Express franchise serving Fairfield County, seven days a week. Nichols, or his driver, will come to your home in the Shredstation van, pick up your sealed boxes of papers and your equipment and transport it in the secure van for transport to a Fairfield County Destruction Facility, where either Nichols or his staffer watches as the materials are destroyed. The facility can destroy up to 10,000 pounds of material per hour. The materials never leave Shredstation Express custody until they are actually destroyed. Then a Certificate of Destruction is sent to the customer verifying that the papers have been destroyed.

The e-media equipment is taken to an E-Media Destruction Facility, that Shredstation partners with and the equipment is recycled," Nichols said.

"Nothing goes into a landfill and nothing is shipped overseas It's all processed and recycled in the U.S.," said Nichols, noting that even the shredded paper is recycled into everyday household items like paper towels and office paper; whereas, do-it-your-self shredders take the

shredded paper and put it in the trash and it ends up in landfills.

"We are focusing on a very underserved market," said Nichols, whose business serves people with home offices as well as the small business owner. He said there are approximately 350,000 small businesses in Connecticut. These are the clients who in the past had been doing their own shredding. Home shredders can be time-consuming and, more importantly, a danger to children and pets, said Nichols, who has been in the recycling industry for more than a dozen years.

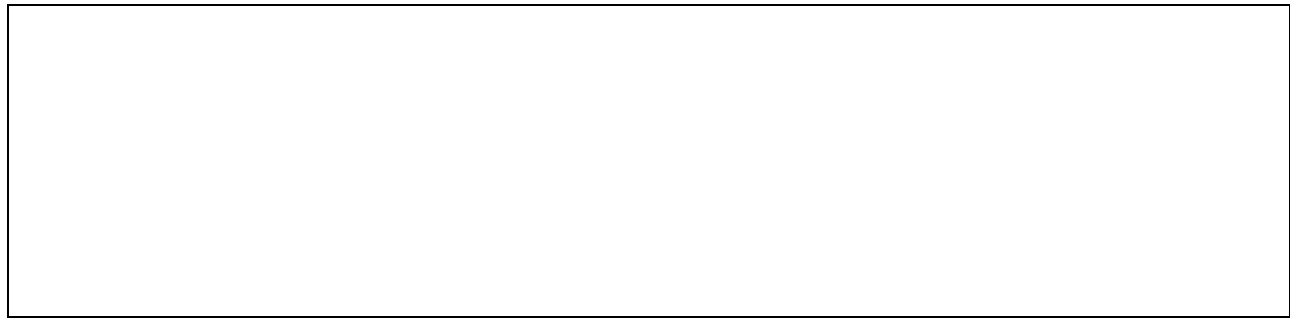
Nichols said many of his clients are small doctor offices, insurance companies, mortgage brokers and the largest segment of the population, the baby boomers, the generation now in the throes of downsizing.

"These are people holding on to 20 and 30 years of personal information," Nichols said.

In the past, the small businessman or individual would have to wait for a town's annual recycling day to get rid of unwanted technology equipment. "We are an on-demand company." He said many people either can't afford or don't have the quantity of material that warrants regular service from one of the big mobile destruction companies.

In preparing the materials for Shredstation, Nichols advises clients to place the papers in sealed cartons. Upon arrival to the client's home or business, Shredstation puts a barcode on the box so the client can follow the company's chain of custody. The boxes are placed in the Shredstation van, which has a wall between the driver's cab and the cargo area, which has a lockable door. All drivers are licensed and bonded.

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According to the U.S. Attorney General, the following is a list of throwaway household items that can be used to steal one's identity: payroll reports, insurance policy information, credit card statements, Social Security numbers, letters, contracts, tax records, medical records, drivers' license numbers, bank account data, debit card numbers, legal documents, receipts, invoices, canceled checks, telephone numbers, application for jobs, bank reports, brokerage reports, correspondence, personal computers, laptops, and cell phones.

shredder."

Nichols speaks enthusiastically of his new venture. "I'm protecting people's identity. I'm helping people get rid of materials sitting in their offices and attics in a cost-effective environmentally safe way."

A customer can place an order and schedule a pick-up at www.shredstation.com or by calling 1.877.SHREDEXP. For further information, call 256-8022.

The cost for paper destruction starts at \$59.99 (up to four boxes or 120 pounds). Prices are based on average box size of 12"h x 12"w x 24"d and a weight of roughly 30lbs. Computer destruction starts at \$19.99.

Shredstation Express conducts all pick-ups within five business days of order placement. Priority 24 service guarantees the pick-up of material within 24 hours of placing the order.

Shredstation was founded two years ago in Pennsylvania by Al Villamil, company president. He saw an untapped market and came up with the idea of serving small business owners and individuals. The large firms, such as hospitals and banks are served by customers who come to the place of business in large trucks, which would not be conducive to serving the smaller clients.

In company press materials Villamil stated, "If you aren't a big company with ongoing destruction needs, shredding companies have all but ignored you. Whether it's when people move into a new home or when people simply realize that they've kept their documents long enough, we're seeing a strong demand for our service and people really like the added convenience of never having to leave home, not to mention not needing a home

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