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POLLY

Oh Polly

### The company

Oh Polly is a rapidly growing fashion brand, selling women's clothing internationally, with offices in Glasgow, Liverpool, Los Angeles, Dhaka, and Guangzhou. It has over 200 employees in the UK, and 300 directly employed worldwide. Their business model is social-first and centred around industry leading Instagram and Facebook accounts. In 2019, Oh Polly was ranked as the 5th most engaged UK clothing retail social media brand and by July 2021 they had a combined following of over 4.5 million people. The Brannerson Foundation, their Cambodia based charity, has raised over £1million to date, to help support children in some of the poorest regions in the world.

### The solution

B&M Waste Services partnered with Oh Polly in 2009 by supplying a 1100 ltr bin for their general waste. When Oh Polly moved into their 180,000 square metre warehouse, their recycling and waste removal needs increased, and so due to the strength of the working relationship and communication between B&M Waste Services and Oh Polly, we were able to provide the most efficient, cost-effective and environmentally sustainable machinery that they required for their business. Oh Polly were able to visit our unique on-site showroom to see how this machinery could benefit their business, and so two static compactor machines were supplied.

## The results

With the help of B&M Waste Services, Oh Polly have achieved the feat of becoming a zero to landfill site this year.

The first static compactor is used for cardboard and is collected weekly. The second is used for paper, cardboard and municipal waste and is collected monthly.

Environmental reports are provided to Oh Polly each month, which shows the input and output of their waste consumption, allowing them to monitor their personal sustainability strategy achievements.

Jeff Horton, Area Sales Manager at B&M Waste Services said: “We are extremely proud of our collaboration and what we can achieve by working together. Oh Polly has a highly commendable sustainability strategy. The key to a successful strategy involves not just prioritisation, but making a decision to really focus on certain issues. In this case, one of their main focus areas is to ensure that each Oh Polly site transports zero waste to landfill, which is obviously something we can guarantee.”



B&M Waste also offers onsite secure shredding for Oh Polly as and when required to meet their data protection requirements.

- ✓ 100% of waste diverted from landfill
- ✓ 11% of waste sent to a waste-to-energy facility
- ✓ 89% of waste recycled

### Recycled materials breakdown

