CONTENÜR

NEW YORK CITY BUSINESS CASE

# MAJOR CITIES, REAL SOLUTIONS



Our approach is already present in some of the world's most demanding cities: **Seville, Bogotá, New York, Madrid, and Singapore.**

Over the years, we have demonstrated that combining product and service is the key to adapting to each urban context, always ensuring quality, aesthetics, and optimal day-to-day performance.



# The City That Never Sleeps, Now Containerized, Organized, and Clean —

New York is a metropolis of **8.5 million inhabitants,** with a density of **about 29,500 people per square mile,** reaching up to **72,500 in Manhattan.** Each day it generates **approximately 44 million pounds of waste:** about 23.8 million pounds come from **3.5 million households, schools, and public institutions,** while another 20.3 million pounds are produced by around **100,000 businesses.**

**The New York City Department of Sanitation (DSNY)** is responsible for residential waste collection, while commercial collection is handled by private companies. The city follows a four-stream collection system: general waste, compost, paper-cardboard, and plastic-metal-glass packaging.

However, since the late 1960s, waste has not been containerized, leading to recurring scenes: **dirty streets, sidewalks blocked by garbage bags, and a troubling increase in the rat population.**



# NEW YORK IN NUMBERS

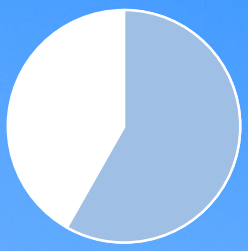
**Total population:**
**8.5 million**

**Average density:**
**29,500**
**people per square mile**

**Density in Manhattan:**
**72,500**
**people/square mile**

## WASTE GENERATED EVERY DAY: 44M LB

**Households, schools, and public institutions**
**23.8M lb**



**Businesses**
(100,000 establishments)
**20.3M lb**

## HOUSEHOLDS AND BUSINESSES IN NUMBERS

**Households and public institutions:**

3.5 million households
23.8M lb/day
(≈ 6.6 lb per household/day)

**Businesses:**

100,000 businesses
20.3M lb/day
(≈ 203 lb per business/day)



# The Challenge —

The city government assigned DSNY one of its flagship projects: **to containerize the city.** This mandate represented a major challenge for several reasons.

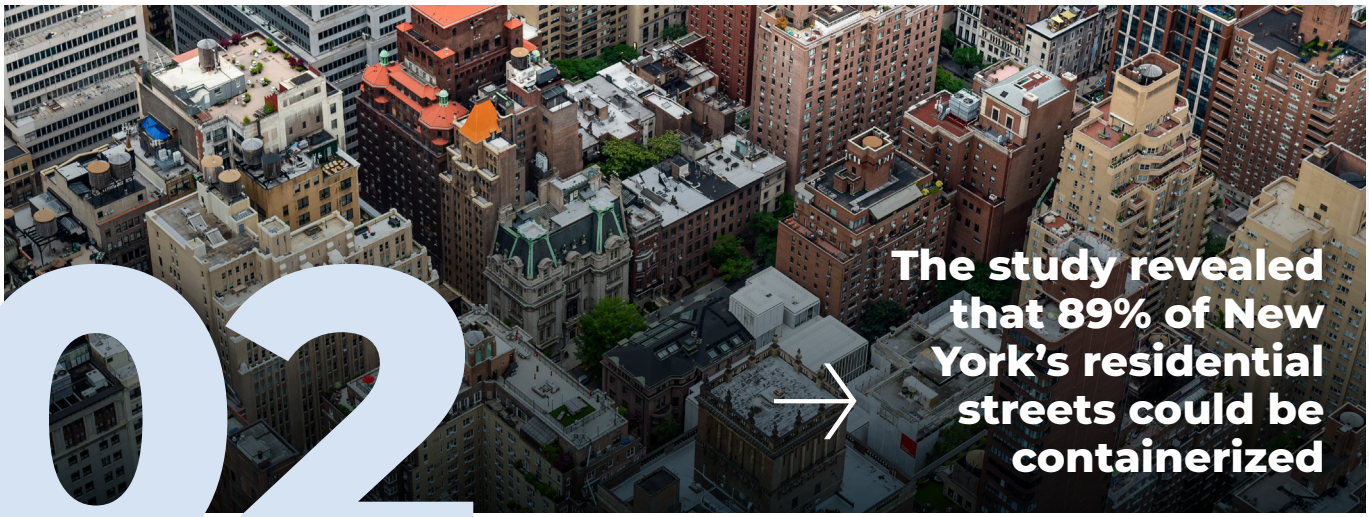
First, the city's very **high density and lack of alleys or underground storage areas** make it necessary to place containers on public streets, except for large buildings equipped with loading docks. On top of this, **heavy winter snowfalls** make wheeled containers impractical.

Faced with this complexity, **DSNY commissioned a study from McKinsey & Company,** which, in collaboration with the agency, concluded that the solution could not be universal but had to be adapted to each neighborhood's typology and population density.

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# The Process —




The study revealed that **89% of New York's residential streets could be containerized** while occupying less than 25% of public space, and in most cases less than 10%.

It determined that shared, **static containers** were the most viable option for high-density residential areas: safe, **reliable, and less space-consuming than individual containers.** Wheeled containers, while easier to implement, were not suitable on a large scale. Their capacity was limited, they broke frequently, required additional locks, were vulnerable to theft, and performed poorly in snow and ice.

Regarding the collection system, DSNY chose the **side-loading model** instead of the crane-lift model. The latter posed safety risks and required six meters of overhead clearance, which was difficult to achieve in the city.

**The final strategy was a hybrid model:**

**Two-wheeled containers** for buildings with fewer than 10 units.

**Side-loading containers** for buildings with more than 30 units.

**Either option** for buildings with between 10 and 30 units.



# The Tender and the Result —

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In March 2024, DSNY issued a **request for proposals (RFP)** to select the supplier that would support the city in the containerization process with static containers.

The requirements were clear:

**Side-loading containers in two sizes**, 2,000–2,200 liters and 3,000–3,200 liters.

**Containers made of polyethylene**, with metal discarded for aesthetic, safety, weight, and noise reasons.





The establishment of a regular container **cleaning and maintenance system**, considered essential by DSNY.

**A first pilot phase in West Harlem**, as a preliminary step before citywide rollout.

— THE RESULT —

## CONTENUR was selected with its OVAL container.

# The Response —

Deployment began in April 2025 in schools, and just a month later, the first phase was completed in West Harlem with **the installation of 1,100 containers,** including those at Columbia University.

**Feedback from DSNY could not have been more positive.** They highlighted the quality of the product, service performance, and the very low level of incidents recorded in the first weeks.

**New York, the city that never sleeps, now containerized, organized, and clean.**









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New York,
the city that never sleeps,
— NOW —
containerized,
organized,
and clean.
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