

“Floating” a Positive Solution

Taking a proactive roll in eliminating as much of a footprint as possible at customer properties when placing dumpsters, Capital City Refuse turned to RolliSkate in order to mitigate their concerns.

In business for 16 years and serving close to 5,000 customers in the Lincoln, NE area, Capital City Refuse specializes in commercial, residential, and trash and recycling services as well as providing open-top containers as needed. A few years ago, Capital City Refuse decided to take a proactive role in handling the placement of the dumpsters they put in customers' driveways and at construction sites in order to prevent as much damage or footprint as possible during a job. “We were trying to serve our customers better as far as attention to detail with regards to the open-top portion of our business,” says Seth Harms, Capital City Refuse's Owner, “Our goal was to stand out a little more from our competitors. On homeowner driveways and construction sites after there is new concrete, we wanted to eliminate as much damage or footprint as possible. We didn't want them to know that we were there, so that's why we decided to start looking for a solution to the problem.”

Reaching Out to RolliSkate

While thumbing through an industry publication, Harms saw an ad for RolliSkate and decided to look into their product further. “I looked at some reviews on them and their Web site and I thought this is pretty ingenious. I also watched a few YouTube videos on the product and knew that this solution was going to be easier than what we are doing

now trying to prevent damage in the driveways.” So, Harms contacted Jeffrey Clarke, President of RolliSkate, and spoke with him about using the product.

RolliSkate (Rochester, NY) specializes in roll-off container mitigation, allowing haulers to deploy, mitigate and recover roll-off containers while steering away DOT concerns. The product is a flotation and positioning device that goes underneath roll-off containers to aid in proper placement, preventing damage to property, etc.

Says Clarke, “Harms at Capital City Refuse searched us out last July and explained the problem and we were able to offer them a solution.” The initial phone call between the two was to figure out what the product was and how it worked and then it just took a few days for Harms to think about the price and how they could make it work with their trucks that they run every day. After the initial meetings, Harms decided to jump right into it and order 100 of the positioning devices. “The whole process was quick and easy, from the first meetings to ordering, shipping and implementing the product—it only took a couple of weeks,” explained Harms.

Repeat Business

Now, the product has been in place for just under a year and Harms

The old way of carrying a sub par underlayment to a jobsite. Since the inception of RolliSkate, waste haulers nationwide have abandoned inferior lumber and switched to a true flotation and property mitigation tool. Plus, it is D.O.T. complaint and you can use your tool box for tools as well as service more roll-off containers with ease.

Small Extreme Duty 1” thick (4) 12x12 skates being stowed on the roll-off container itself. Instead of using the chassis mount Rollibracket System, it allows your underlayment to always be kept with the roll-off container for quick use.

A Small Light Duty 1/2” thick 12 x 12 skate. When you deploy the container to the surface, you want to have your positioning/flotation device ready to accept the container. So when it is placed fully on the ground it acts as a weight disbursement tool and reduces the overall P.S.I of the container mitigating property damage.



Photos courtesy of RolliSkate.



12x12 extreme duty rolliskate. Photo courtesy of Seth Harms.

could not be happier with the results. “All of our trucks have about 12 skates with them at all times and we drop them in every residential home driveway we drop the containers in. We’ve ordered them multiple times because we see that one customer likes them, he talks to the next one and everyone wants them in their driveway or where they have their containers placed. I actually just talked to Jeff and we are going to order another batch of them.”

Says Clarke, “He loves them. I interviewed a couple of his employees as well and they swear by them. Seth is in the process of his third purchase in just under a year. With that being said, he has referred us out several times to other haulers and we have gotten business from that as well.”

Not only has having the product resulted in additional customers, but Harms points out that it has also brought Capital City Refuse repeat business. “The customer calls back because they know you care. If you have a roofer out there and he wants two or three roll-offs every day, and he sees that we are going above any other company that he has ever used to prevent any damage to his customer’s driveway or property, then he’s going to call me back. We have a competitive advantage over everyone else because we are preventing that potential damage, resulting in repeat customers and additional business.”

Says Clarke, “We are truly excited to service the roll-off waste industry, and we are always looking for new dealers to aid in the education and implementation of our unique products in the territories they serve.”

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For more information on RolliSkate, contact Jeffrey Clarke at (585) 730-8084, via e-mail at Jclarke@RolliSkate.com or visit www.RolliSkate.com.

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