

# Saving Baking-Products Giant Major "Dough."

Think Green.®

In baking, they say timing is everything. This is also true with customer service. For more than 25 years, the Pillsbury Company, now owned by General Mills, has helped make meal time easier by providing customers with a wide variety of home baking products. Among its numerous manufacturing facilities are a dough-making plant in Murfreesboro, Tenn., and a nearby state-of-the-art Yoplait facility, which went on-line in March 2004.

A Waste Management competitor had served Pillsbury's dough-making plant since it was built more than 20 years ago. Recently, however, Pillsbury had trouble getting weekend service. Also, to keep its factory operating efficiently, Pillsbury required that emergency service be delivered within two hours of a call, and the hauler could not respond consistently within this narrow window.

Pillsbury needed a waste services provider that could respond promptly 24 hours a day. Also, with the planned completion of its Yoplait plant rapidly approaching, Pillsbury needed a provider that could support the construction and normal operations of the facility, including an extruder that would produce large volumes of liquid waste.

In early 2003, Waste Management contacted Pillsbury and offered to provide a comprehensive environmental services package, including weekend service, for a rate that represented a 15 percent savings over its current provider. Waste Management could also support the Yoplait operation, providing the liquid waste expertise necessary to handle its on-site extruder. It backed these services with its exclusive Service Machine guarantees, including:

- Routine, on-time collections
- Same-day emergency service
- Error-free billing
- Single point-of-contact 24 hours per day

Seeing significant benefits in Waste Management's program, Pillsbury signed the company to a three-year contract beginning July 2003. The Pillsbury dough plant and the new Yoplait facility have received the high level of service they were promised, including the emergency and weekend collections so critical to their operations.

With the expertise to meet virtually any industrial waste need, Waste Management's guarantees are just icing on the cake.

***From everyday collection to environmental protection, Think Green. Think Waste Management.***



INDUSTRIAL SERVICES