

SELECT A CITY ▾

LIMITED TIME OFFER
Subscribe Now

WELCOME
Your Account ▾

INDUSTRIES & TOPICS



NEWS

LISTS & AWARDS

PEOPLE & COMPANIES

EVENTS

MORE...



FOR THE EXCLUSIVE USE OF CTROWBRIDGE@BIZJOURNALS.COM

From the Phoenix Business Journal:

<http://www.bizjournals.com/phoenix/print-edition/2015/07/17/entrepreneur-ez-dump-aims-for-safety-in-taking-out.html>

Entrepreneur: EZ Dump aims for safety in taking out the trash

🔑 **SUBSCRIBER CONTENT:** Jul 17, 2015, 3:00am MST

EZ Dump Commercial Inc. is looking to make it safer and easier to take out the trash.

Founded in 2004, the Scottsdale company is trying to reinvent the trash can in promoting a safer workplace.

“We’re focused on bringing value to the waste industry,” said Kiran RajBhandary, president and CEO of EZ Dump.

The company’s product, the SmartcanMax, is a tall kitchen trash can reimagined: It has a funnel on top and a wide base with a foot pedal. To empty it, the user steps on the pedal to separate the base, then lifts the can off the bag. This eliminates the force of suction that occurs when pulling a full bag out of a traditional can, according to the company.

EZ Dump said the ergonomic trash cans could reduce stress on employees’ backs and help avoid costly workers’ compensation claims.

The SmartcanMax is 29 inches tall and costs \$90 per unit — a premium over comparable products by Rubbermaid, whose Brute cans range from \$15 to \$30. RajBhandary said it’s a small price to pay compared with a workers’ compensation claim.

“The average back injury workers’ compensation is \$37,000,” he said. “We’re saving companies money by reducing the risk of that happening.”

Co-founder Jack Fisher invented the SmartcanMax after the can he was using for lawn work tipped



EZ Dump

over and landed upside down, RajBhandary said.

Fisher developed a can that would be more stable and took the idea further by adding a removable base, allowing easy access to the bag and eliminating the need to lift a heavy bag out of the can. The funnel was added to help capture more trash.

“The funnel is optional, but it allows for more trash to get into the bin,” said RajBhandary. “Plus, it’s great for trash basketball.”

Additionally, the company claims its product makes the workplace more efficient by “democratizing the workload.” Generally, it takes some strength to lift a full bag of trash out of a tall can. With the pulling factor eliminated, anyone can remove the bag, RajBhandary said.

The product is made entirely in Arizona. The cans are manufactured in Prescott and distributed by PMA Fulfillment in Tempe. EZ Dump could have manufactured its product for less in other states, and even less overseas, but RajBhandary said they wanted to create a completely local product.

“I moved the entire supply chain management to Arizona in six months,” he said.

Keeping all operations within Arizona allowed EZ Dump to control product quality and stay aggressive in entrepreneurial competitions such as the Arizona Commerce Authority’s Innovation Challenge. EZ Dump Commercial has been a semifinalist in the competition for two years.

The company has invested about \$300,000 in marketing and development, according to RajBhandary, with most of it self-funded. EZ Dump is looking for further funding from angel investors.

He said EZ Dump is looking to modify its trash cans with wheels, different colors and different sizes for multiple industries. The company is looking at creating products for the consumer, hospitality and health care industries.

“This product helps people and businesses,” said RajBhandary. “Trash isn’t a sexy topic, but it’s one that we’re working on.”

Cassidy Trowbridge
Editorial Intern
Phoenix Business Journal

