

# Waste Management's Bagster® Dumpster in a Bag® Named One of America's Hottest Brands

FOR MORE INFORMATION

Waste Management

**Media**

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*Advertising Age* highlights the unique benefits product and service provides homeowners and professional contractors for renovation and clean-up projects

**HOUSTON, TX – November 18, 2010 –** *Advertising Age* named Waste Management's Bagster®, Dumpster in a Bag® one of America's Hottest Brands - <http://adage.com/americashottestbrands2010/> - in its most recent issue for providing a unique service to homeowners and professional contractors with renovation and debris disposal needs. The unique product and service provides a cost-effective, on-demand solution for both do-it-yourself (DIY) enthusiasts and professional contractors when a dumpster is too big or unwieldy for the job.

The Bagster® bag is a highly durable woven bag that can hold three cubic yards of debris and up to 3,300 pounds, including full sheets of plywood, doors and even a bathtub. Users can purchase a bag and use it for as long as they need. When the project is complete or the bag is full, customers can schedule collection online or over the phone, and a local Waste Management team will collect the bag from the curb within three business days.

*Advertising Age* recognized Waste Management and the product line for identifying a gap in the market and provide a useful service to the growing DIY market.

"We saw a void in the market and figured out a way to take out the hassle from do-it-yourself and small renovation debris disposal," said Dave Aardsma, senior vice president of Sales and Marketing at Waste Management. "Bagster® is a new product unlike anything people have seen before, so we are still generating awareness as we expand the national service. Once people use it, they love it, so we're looking forward to continued growth in the market."

Bagster® sells for \$29.95 at home-improvement and hardware stores as well as Amazon.com and [www.thebagster.com](http://www.thebagster.com). When it's full, customers can schedule a pickup online or through Waste Management at 1-877-789-2247. Pickup costs just \$79 to \$159, depending on the area—50% to 70% less than a dumpster rental.

For more information and to see a demonstration of the Bagster® bag in action, visit [www.thebagster.com](http://www.thebagster.com). A full list of America's Hottest Brands can be seen at [www.adage.com/americashottestbrands2010](http://www.adage.com/americashottestbrands2010).

## ABOUT WASTE MANAGEMENT

Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is the largest recycler in North America and a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. To learn more information about Waste Management visit [www.wm.com](http://www.wm.com) or [www.thinkgreen.com](http://www.thinkgreen.com).

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