PARTNER OPPORTUNITY

Sustainable.
Demountable.
Smart.

A proven, circular waste-systems range — engineered in the Netherlands, flat-packed to your market, assembled and serviced by you.

HELDEN VAN STAAL

50 years in metalworking

30+ years in waste systems

ISO 9001 & ISO 14001

CO_2 Performance Ladder

Your manufacturer, not your competitor

Helden van Staal is a Dutch sheet-metal specialist based in Hoorn. From our own 7,000 m² facility we design, engineer and produce a complete range of waste systems — and we bring them to new markets exclusively through local partners. We manufacture; you own the customer.

50	30+	7.000	100%
years of metalworking	years in waste systems	m² production in Hoorn	in-house: design → delivery

What we make

- Underground & semi-underground containers
- Above-ground collection containers
- Public litter bins (Falcon, SUGA)
- Indoor waste bins (Lapya, Maki)
- Custom & co-branded solutions

OUR TECHNOLOGY

FLATCYCLED™ — bolted, not welded

No welds

Fully demountable construction. Almost every part can be replaced, repaired or recycled on its own.

Flat-pack/CO2 low

Minimum 4× pallet density — import economics no welded competitor can match.

Circular

Long lifespan 15+ years, replaceable components.

Data driven

Smart readers and fill-level data integration.

Local & SROI

Your choice: Assembled locally by people with a distance to the labour market — scoring SROI points in tenders and making it a locally made product.

FLATCYCLED is one product property across our entire range — and the reason a local partner can assemble, repair and service every unit without a factory.

YOUR ADVANTAGE

What this means for your business

1 Margin beyond the sale

Local assembly if required, spare parts and service stay with you. Every unit you place can build a recurring revenue base — not a one-off commission.

2 The argument that wins public tenders

50–70% substantiated CO_2 reduction vs. welded units — precisely what green public procurement scoring rewards. You bid with proof, competitors bid with claims.

3 A market with regulatory tailwind

EU bio-waste obligations and national funding programmes are pushing municipalities to invest in separate collection now. You sell into mandated, funded demand — with a product built for tough public use.

THE DIFFERENCE

The pitch you take to your customers

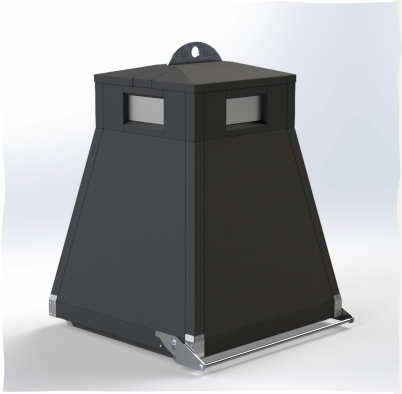
	Traditional welded container	Helden van Staal FLATCYCLED
Construction	Welded — one fixed assembly	**Bolted & fully demountable**
Repair	Replace the entire unit	**Replace a single component on-site**
Transport	Bulky, low pallet density	**Flat-pack: minimum 4× pallet or sea container density**
CO_2 footprint	Baseline	**50–70% lower across the value chain**
End of life	Scrap / downcycle	**Almost all components reused & recycled**
Smart integration	Retrofit, if at all	**Data driven with smart readers and sensors**

PRODUCT RANGE

One principle, every waste fraction, some examples

Underground & semi-underground

Fully modular and (de)mountable — supplied in virtually any size, compatible with all standard lifting systems.



Above-ground containers

Same modular benefits above ground. Multi-fraction collection and waterproof textile containers.

Steel casing for 660–1100L roll containers

Turns a standard plastic roll container into street furniture — door-operated, rolled out permanent for standard truck collection, no crane required.

BioBox

Crane-emptied organic-waste collection (2-hook, 3-hook or Kinshofer) — built for the EU bio-waste mandate.

WORKING WITH US

What we put behind our partners

1

Design

Tailored to your market, tenders and volumes

2

Engineering

In-house, in Hoorn

3

Production

7.000 m² facility, ISO-certified

4

Delivery

Flat-pack to your warehouse

5

Aftercare

Component supply for your service business

You own the customer relationship; we back you with specs, documentation, demo units and training from Hoorn. Short lines, one accountable team, owner-operated.

PROOF & TRUST

Trusted in the field

Client demonstration

We will invite you to our largest client in the Netherlands and show you the product from assembly to its working in the field. You're free to discuss any subject with our client.

ISO 9001 Quality management **ISO 14001** Environmental management **CO_2 Performance Ladder** Substantiated sustainability

LET'S TALK

Let's talk: a 45-minute discovery call

The first step is a short discovery call: your territory, your customer base, product fit. If we both see it, the next step is a focused six-month pilot — demo units, support, joint customer visits, and territorial exclusivity on the table for partners who deliver.

Helden van Staal

Protonweg 6, 1627 LD Hoorn (NH), The Netherlands

+31 (0)229 28 47 47

info@heldenvanstaal.nl | heldenvanstaal.nl