



From Container Manufacturer to Smart Waste Platform Partner

How Access Control & Data Increase Margin, Win Rate and Company Value



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1. Executive Summary (1/2)

The European container market is undergoing a structural shift.

Margins are under pressure.

Tenders are increasingly complex.

Hardware differentiation is shrinking.

At the same time, municipalities are demanding more than steel.

They expect:

- Access control
- Data integration
- PAYT compatibility
- Measurable sustainability performance

The container is no longer just a product.

It is becoming intelligent infrastructure.

This creates a strategic choice for container manufacturers:

Remain a hardware-driven supplier — competing primarily on price.

Or

Evolve into a platform-enabled partner — combining hardware with digital capability and recurring revenue.

The difference is significant.

A purely transactional model means:

- Revenue depends on new projects
- Profit fluctuates with tender outcomes
- Differentiation remains limited
- Company valuation is tied to one-time profit

A hybrid model — hardware plus recurring digital revenue — creates:

- Structural monthly income
- Higher margins
- Increased win rate
- Stronger customer retention
- Improved valuation multiples

1. Executive Summary (2/2)

Digital integration does not replace your core business.
It strengthens it.

It allows you to:

- Influence tender specifications
- Differentiate beyond hardware
- Sell more containers through system standardization
- Stay connected throughout the container lifecycle
- Build predictable recurring revenue

The next five years will define the competitive landscape.
Manufacturers who integrate digital capability early will shape specifications, secure long-term positions and strengthen their financial foundation.

Those who delay risk gradual commoditization.
The market will digitize.

The only question is:

Will you lead that shift — or follow it?

Got excited? Let's explore what we can do for you.

**Plan an
introduction call**



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The background image shows several large, dark-colored outdoor waste sorting bins with multiple openings, situated on a paved area. A large, semi-transparent number '2' is overlaid on the image. The text '2. The European Container Market Is Changing' is written in white, bold, sans-serif font across the center. A thin green horizontal line is positioned below the text.

2. The European Container Market Is Changing



2. The European Container Market Is Changing (1/2)

2.1 INCREASING TENDER PRESSURE

If you manufacture containers in Europe, you know the reality.

Tenders dominate the market.
Price comparisons are ruthless.
Margins are under constant pressure.

On paper, tenders are objective. In practice, the winner is often the party that influenced the technical requirements before the tender was published.

If you are not shaping those requirements, you are reacting to them. And when differentiation is limited, you compete on price.

The physical container has become highly standardized. Most manufacturers deliver comparable quality, comparable durability and comparable specifications.

That means your product is strong — but increasingly interchangeable. In a price-driven environment, being interchangeable is dangerous.

2.2 DIGITALISATION OF THE WASTE CHAIN

While hardware differentiation is shrinking, municipalities are changing rapidly.

They are under pressure to:

- Reduce residual waste
- Lower CO₂ emissions
- Implement PAYT systems
- Report transparently on performance

Waste collection is shifting from operational execution to data-driven steering.

Municipalities no longer just buy containers.



In a price-driven environment, being interchangeable is dangerous.



2. The European Container Market Is Changing (2/2)

They buy:

- Control
- Insight
- Measurable impact

Access control, monitoring and integration with IT systems are becoming standard components in modern waste infrastructure. Digital functionality is moving from optional to expected.

If your container does not support this shift, your value proposition weakens — even if your hardware quality is excellent.

2.3 WHY HARDWARE-ONLY IS A SINGLE SOURCE VULNERABILITY

Let's be direct.

If your business model remains purely hardware-based:

- Revenue is transactional.
- Margins are exposed to price pressure.
- Customer relationships are project-based.

That makes you efficient.

But it also makes you replaceable.

The most profitable part of the value chain is no longer just the steel container.

It is:

- Service
- Software
- Data
- Lifecycle management

Manufacturers who integrate that layer strengthen their position in tenders, increase customer stickiness and build recurring revenue.

Manufacturers who don't remain production-driven suppliers. And production-driven suppliers are compared line by line, euro by euro.

Doing nothing feels safe.

But in a transforming market, standing still is not neutral.

It slowly pushes you toward commoditization.

The real question is not whether digitalisation will happen.

The real question is whether you want to shape it — or be shaped by it.

3. The Strategic Shift: From Product Supplier to System Integrator (1/3)

3.1 WHAT MUNICIPALITIES EXPECT TODAY

Municipalities are no longer just buying containers.

They are buying outcomes.

They want:

- Lower residual waste
- Predictable costs
- Data for reporting
- Control over usage
- Long-term reliability

In many cases, the container is no longer the end product. It is infrastructure.

Infrastructure that must:

- Control access
- Register usage
- Integrate with municipal systems
- Deliver data for policy and compliance



This changes the conversation.

Instead of asking:

“What does your container cost?”

Municipalities increasingly ask:

“What can we measure?”

“How does this integrate?”

“How does this support PAYT?”

“How do we steer behavior?”





3. The Strategic Shift: From Product Supplier to System Integrator (2/3)

If you only sell steel, you are answering yesterday's question.

If you sell a smart container platform, you are answering tomorrow's.

3.2 THE SMART CONTAINER AS COMPETITIVE ADVANTAGE

Adding digital functionality is not about adding complexity. It is about shifting position in the value chain.

A smart container allows you to:

- Differentiate beyond hardware
- Offer service contracts
- Build recurring revenue
- Strengthen customer relationships
- Stay involved throughout the lifecycle

Instead of delivering a product and stepping out, you remain structurally connected.

Data changes the relationship.

With insight into usage and performance, you can:

- Proactively support municipalities
- Offer optimization
- Suggest upgrades
- Position additional services

That creates stickiness.

And stickiness increases both revenue stability and strategic relevance.

In a tender-driven market, that is not a technical upgrade.

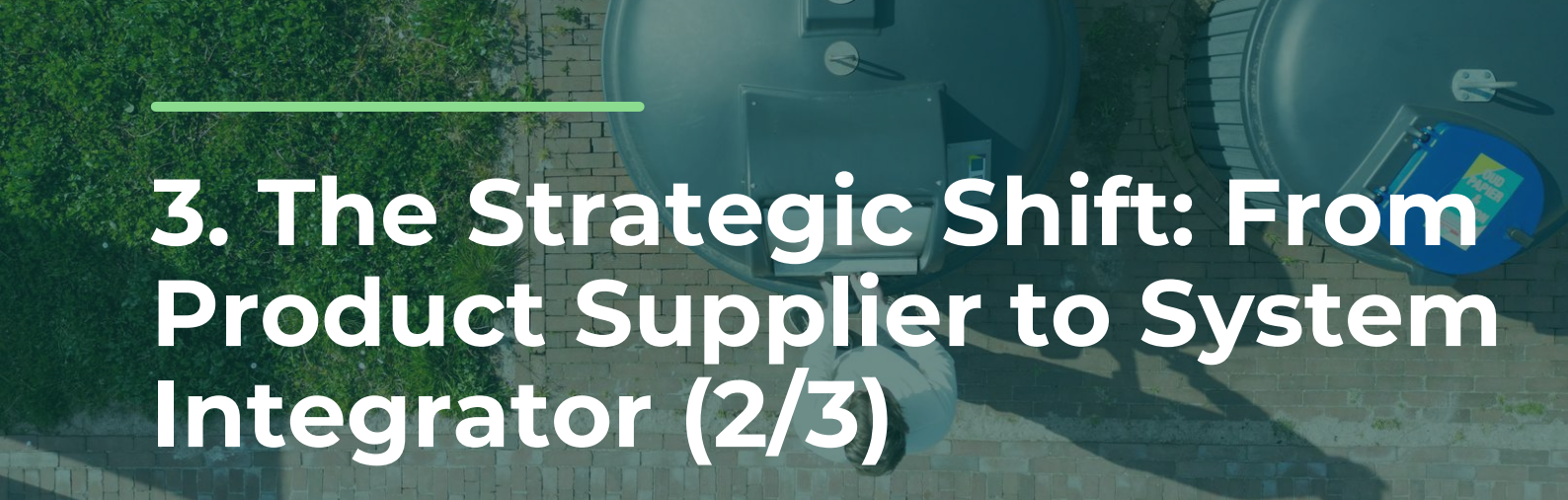
It is a commercial shift.

3.3 INFLUENCING TENDERS THROUGH TECHNOLOGY

The most important moment in a tender is not submission.

It is specification.

When access control, integration and reporting become part of the requirement, the competitive landscape changes.



3. The Strategic Shift: From Product Supplier to System Integrator (2/3)

If you already have a proven, integrated solution:

- You can shape technical discussions early.
- You can support municipalities in defining requirements.
- You move from price competitor to solution advisor.

That increases win rate.

Not because you are cheaper.

But because you are harder to replace.

Technology becomes a strategic lever.

Instead of competing on metal thickness and coatings, you compete on:

- System architecture
- Data capability
- Reliability
- Long-term service model

That is a fundamentally stronger position.

The shift from product supplier to platform partner is not about abandoning hardware.

It is about elevating it.

Your container remains physical.

But it becomes intelligent infrastructure.

And intelligent infrastructure wins different conversations



***Your container remains physical.
But it becomes intelligent infrastructure***



4. The Recurring Revenue Driver

4. The Recurring Revenue Driver (1/4)

4.1 FROM ONE-TIME SALES TO RECURRING INCOME

Today, most container manufacturers operate on a transactional model.

You sell a container.
You deliver the project.
You move to the next tender.

Revenue is tied to new projects.
Cash flow fluctuates.
Growth requires constant new sales.

This creates pressure.



Because if one large tender is lost, revenue drops immediately.

Now compare that to a hybrid model:

- One-time hardware revenue
- Monthly software and service revenue per installed container

Each container sold does not only generate margin once.

It generates income every month for years.

Instead of:

Sell → deliver → move on

You create:

Sell → install → generate recurring revenue

That fundamentally changes the economics of your business.



4. The Recurring Revenue Driver (2/4)

4.2 THE COMPOUNDING EFFECT OVER TIME

Recurring revenue does something powerful.
It compounds.

Every year you sell new containers.
Every year new service contracts are added.
The previous contracts continue.

That means your revenue base grows structurally.
Even if hardware sales stay stable, total profit increases year after year.

This creates:

- Predictability
- Stability
- Strategic flexibility
- Investment capacity

You are no longer fully dependent on winning the next tender to maintain profitability.

You build a revenue floor.

And a revenue floor reduces risk.

4.3 EXAMPLE BUSINESS CASE

Let's take a simplified example.

A manufacturer sells:

- 200 containers per year
- Average sales price: €3,750
- 10% net margin

Annual profit from hardware:
€75,000

Now add a digital service layer.

Assume:

- €9 per container per month
- 60-month average contract duration

4. The Recurring Revenue Driver (3/4)

Year 1:

200 containers × €9 × 12 months = €21,600 recurring revenue

Year 2:

400 active contracts → €43,200 recurring revenue

Year 3:

600 active contracts → €64,800 recurring revenue

And so on.

Without increasing hardware sales, total revenue and profit grow structurally.

After several years, recurring revenue can equal or exceed annual hardware margin.

And this is before considering:

- Additional service upsell
- Data-driven services
- Maintenance contracts
- Sensor add-ons

The business model becomes layered instead of flat.

4. The Recurring Revenue Driver (4/4)

4.4 IMPACT ON EBITDA

Recurring revenue has two major effects on EBITDA:

1. Higher average margins
2. Software and service margins are typically significantly higher than hardware margins.
3. More predictable cash flow
4. Stable monthly income improves financial resilience.

Over time, EBITDA becomes less volatile and more scalable.

This changes how your company is perceived:

- By banks
- By investors
- By potential acquirers
- By strategic partners

Instead of being a project-driven production company, you evolve into a technology-enabled infrastructure partner.

That is not a small shift.

That is a structural upgrade of your business model.

5. The Impact on Company Valuation (1/3)

5.1 HOW COMPANIES ARE VALUED

Most manufacturing companies are valued based on a multiple of annual profit.

In simple terms:

Company value = yearly profit × valuation multiple

That multiple depends largely on one factor:

Risk.

The more predictable and stable the profit, the higher the multiple.

A business that depends entirely on winning new projects every year carries more risk.

A business with predictable recurring revenue carries less risk.

Lower risk → higher multiple.

That difference can dramatically impact company value.

5.2 ONE-TIME PROFIT VS RECURRING PROFIT

Transactional profit (hardware-only) is typically valued at a lower multiple.

Why?

Because:

- Revenue is project-based
- Profit depends on continuous tender wins
- Cash flow fluctuates
- Future income is uncertain

Recurring profit, on the other hand, is valued differently.

5. The Impact on Company Valuation (2/3)

Because:

- Contracts are ongoing
- Revenue is predictable
- Customer relationships are long-term
- Switching costs are higher

Recurring revenue increases visibility into the future.
And visibility reduces perceived risk.

For many technology-enabled companies, recurring profit is valued significantly higher than one-time profit.

That means:

Two companies with the same annual profit can have very different valuations — purely based on revenue structure.

5.3 SCENARIO ANALYSIS OVER 5 YEARS

Let's look at a simplified 5-year scenario.

Assume:

- Stable hardware profit each year
- Growing recurring service profit due to compounding contracts

Year 1:

Mostly hardware profit.

Year 3:

Recurring revenue becomes meaningful.

Year 5:

A significant share of total profit comes from predictable monthly contracts. At that point, your company is no longer seen as purely a container manufacturer.

5. The Impact on Company Valuation (3/3)

It becomes:

- A manufacturing company
- With a technology layer
- With recurring income
- With long-term customer contracts

That hybrid profile is fundamentally stronger.

It increases:

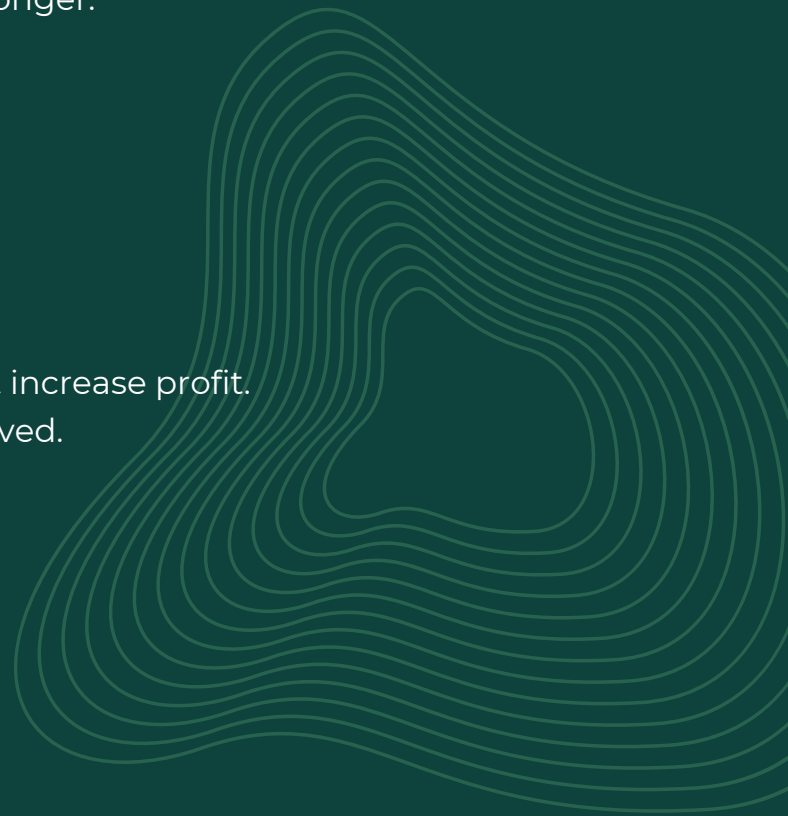
- Strategic value
- Exit value
- Investment attractiveness
- Financial stability

The key insight is this:

Adding recurring revenue does not just increase profit.

It changes how your company is perceived.

And perception drives valuation.





6. More Than Revenue: Increasing Win Rate

6. More Than Revenue: Increasing Win Rate (1/3)

6.1 DIFFERENTIATION IN TENDER PROCESSES

In a tender-driven market, small differences decide big contracts.

When all manufacturers offer comparable hardware quality, evaluation committees look for added value.

Digital functionality changes the conversation.



Instead of being evaluated only on:

- Price
- Delivery time
- Technical compliance

You are evaluated on:

- System capability
- Data integration
- Future-proof infrastructure
- Total lifecycle solution

That creates differentiation beyond steel.

More importantly:

If you are involved early in technical discussions, you can help shape the specifications.

6. More Than Revenue: Increasing Win Rate (2/3)

You are competing on capability.
Capability is harder to compare than price.
And harder to replace.

6.2 INCREASING CONTAINER VOLUME

This is not just about adding software revenue.

It is about selling more containers.
When municipalities standardize digital access and monitoring across districts or cities, they prefer one integrated solution.

If your container is part of that standardized infrastructure, you increase your chances of:

- Being selected for framework agreements
- Expanding within existing municipalities
- Supplying follow-up phases
- Becoming preferred supplier

A smart container does not just add functionality.
It increases strategic relevance.
And strategic relevance increases volume over time.
Without digital capability, you compete per project.
With digital capability, you compete per system rollout.
That is a fundamentally different growth dynamic.

6.3 LONG-TERM CUSTOMER COMMITMENT

Hardware projects are finite.
You deliver, invoice and move on.
Digital infrastructure is different.

Once access control and data systems are installed:

- Users are registered
- Processes are integrated
- Reporting systems are connected
- Municipal workflows adapt



***Capability is harder to compare than price.
And harder to replace***

6. More Than Revenue: Increasing Win Rate (3/3)

Switching becomes complex.
Not impossible — but costly and disruptive.
That creates long-term relationships.
Not because of contracts alone.

But because you become embedded in the operational infrastructure.
That strengthens:

- Customer retention
- Service opportunities
- Expansion potential
- Predictable demand

In short:

Digitalisation is not just a revenue add-on.
It is a strategic defense mechanism.
It protects margin.
It increases volume.
It deepens customer relationships.

And in a competitive European market, that is not optional.
It is a competitive necessity.

7. Proven & Reliable – Not a Startup Experiment (1/4)

Innovation is important.

But in infrastructure, reliability is everything.

As a container manufacturer, you take full responsibility toward municipalities. If a system fails, it is your reputation on the line.

That is why reliability is not a feature.

It is a prerequisite.

7.1 OUR INSTALL BASE

Access control and identification systems are already deployed across multiple European markets.

Thousands of systems are operating in the field.

Not in test environments.

Not in pilot projects.

But in daily municipal use.

This means:

- Real users
- Real waste streams
- Real weather conditions
- Real operational pressure

The technology is not theoretical.

It is proven in practice.

Installations have grown steadily over the years — together with the number of active partners.

That growth is not driven by hype.

It is driven by performance.

7. Proven & Reliable – Not a Startup Experiment (2/4)

7.2 SYSTEMS IN THE FIELD FOR 10+ YEARS

Infrastructure decisions are long-term decisions.

Containers often remain in the field for 10–20 years.

Digital systems must match that lifecycle.

Access control systems have been operational for more than a decade in multiple municipalities.



This demonstrates:

- Hardware durability
- Battery longevity
- Connectivity stability
- Software continuity

Long-term field performance matters more than feature lists.

What counts is this:

Does it still work after years of intensive use?

The answer must be yes.

7. Proven & Reliable – Not a Startup Experiment (3/4)

7.3 ISO CERTIFICATIONS

Public infrastructure requires professional standards.

That is why certification matters. Operations and processes are aligned with internationally recognized standards such as:

- ISO 9001 (Quality Management)
- ISO 14001 (Environmental Management)
- ISO 27001 (Information Security)

For municipalities and large collectors, this is not a detail.

It is a trust signal.

It shows that:

- Data is handled securely.
- Processes are controlled.
- Quality is structured — not improvised.

For you as a manufacturer, it reduces risk.

For your customer, it increases confidence.

7.4 EUROPEAN PARTNER NETWORK

Digital infrastructure is never delivered alone.

It is implemented locally.

Across Europe, container manufacturers already operate as partners, integrating digital systems into their container designs and delivering them to municipalities.

This proves two things:

1. The model works.
2. Manufacturers can successfully integrate and scale it.

Local service remains local.

First-line support remains with the manufacturer.

Technology expertise supports you in the background.

This structure ensures:

- No channel conflict
- No bypassing of the manufacturer
- Clear division of roles

You remain the face to your customer.



Public infrastructure requires professional standards.

7. Proven & Reliable – Not a Startup Experiment (4/4)

7.5 COMPANY MILESTONES

Long-term reliability requires organizational stability.

Over the years, the company has evolved from a technology developer into a structured data-driven partner within the waste value chain.

Key milestones include:

- Early development of RFID-based systems
- Expansion into access control
- Growth of software capabilities
- Strategic positioning within the circular economy
- Structural increase in recurring revenue

This is not a new experiment.

It is the result of years of development, deployment and iteration.

In infrastructure markets, trust is earned slowly.

And it is lost quickly.

That is why reliability, certification, install base and long-term field experience are not marketing elements.

They are foundations.



8. Why We Work Through Partners

8. Why We Work Through Partners (1/3)

Digitalisation changes the container market.

But how you enter that digital layer matters just as much as the technology itself.

For container manufacturers, one question is always present:

“Will this technology partner strengthen us — or compete with us later?”

That concern is valid.

And it must be addressed directly.

8.1 OUR PARTNER-FIRST STRATEGY

The European container market is built on local relationships.

Manufacturers have:

- Long-standing municipal contacts
- Local service structures
- Market knowledge
- Installed container base

That position should not be disrupted.

It should be strengthened.

The strategy is simple:

Technology is delivered through container manufacturers — not around them.

Manufacturers remain:

- Contract holder
- Commercial lead
- Customer relationship owner

Digital functionality becomes an extension of your product portfolio.

Not a separate competing layer.

8. Why We Work Through Partners (2/3)

8.2 NO CHANNEL CONFLICT

Channel conflict destroys trust.
That is why the structure is clear:

- No direct competition in your core market.
- No bypassing of manufacturers.
- No parallel sales approach to your customers.

Your customer remains your customer.

The technology layer operates in the background.

This ensures:

- You protect your market position.
- You expand your value proposition.
- You retain strategic control.

Digital capability should increase your leverage — not dilute it.



8.3 LOCAL SERVICE & FIRST-LINE SUPPORT MODEL

Municipal infrastructure requires local support.

When something happens on-site, response time matters.

That is why the model is structured as follows:

- First-line support: handled by the container manufacturer.
- Second-line technical support: remote expertise when needed.
-

This ensures:

- Fast local response
- Clear responsibility
- Controlled escalation
- No fragmentation toward the municipality

You remain the operational face to the customer.

The technology supports you — it does not replace your service role.

8. Why We Work Through Partners (3/3)

8.4 SHARED LONG-TERM VISION

This partnership model is not opportunistic.
It is strategic.

Container manufacturers are a critical part of the European waste value chain.

Local presence, installation expertise and municipal relationships cannot be replaced by technology companies. Digitalisation should reinforce that structure.

Not undermine it.

The long-term vision is clear:

- Containers become intelligent infrastructure.
- Manufacturers become platform-enabled partners.
- Municipalities receive integrated, future-proof solutions.

This is not about selling access control units.

It is about strengthening your position in a transforming market.

Technology alone does not create value.
The right partnership structure does.



*Technology alone does not create value.
The right partnership structure does*

9. How Binfinity Access Works (1/3)

Digital functionality must be simple to integrate, robust in operation and scalable over time.

Access control is not an isolated device.

It is the foundation of a modular infrastructure layer within the container.

9.1 CORE COMPONENTS

The system consists of four main elements:

Controller

The central unit that manages access, communication and data registration.

Smart Lock

Controls physical access to the container. Only authorized users can open it.

Power System (Battery + Solar Panel)

Designed for long-term, autonomous operation without external power supply.

Connectivity Module

Secure data transmission to the management platform via mobile network.

Together, these components create a self-sufficient access control unit that can operate for years in harsh outdoor conditions.

The system is:

- Weather-resistant
- Vandalism-resistant
- Designed for underground and above-ground applications

Reliability is built into the hardware architecture.



9. How Binfinity Access Works (2/3)

9.2 MODULAR PLATFORM ARCHITECTURE

Access control is the base layer.

On top of that base layer, additional functionality can be added without redesigning the container.

This modular approach allows:

- Standardized integration into different container models
- Scalability across projects and countries
- Future expansion without replacing the core system

Instead of installing separate, isolated devices, the container becomes part of a connected infrastructure platform.

That makes your product future-proof.

Not just for today's tender — but for the next 10–15 years.

9.3 ADD-ON SENSOR CAPABILITIES

Once access control is integrated, additional sensors can be added as needed.

Examples include:

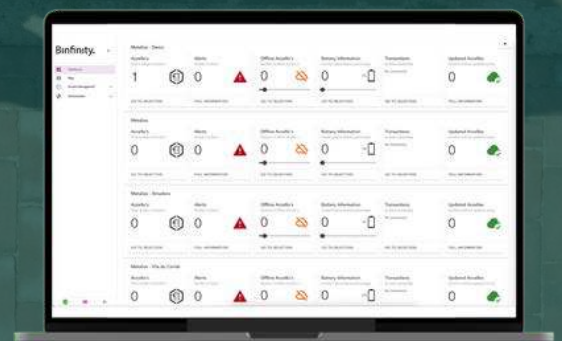
- Fill-level measurement
- Contamination detection
- Usage monitoring
- Mobile access functionality



Fill-level
measurement



Contamination
detection



Usage
monitoring

9. How Binfinity Access Works (3/3)

This allows municipalities to gradually expand digital functionality.

For you as a manufacturer, this means:

- Upsell opportunities
- Additional service layers
- Lifecycle expansion

The container evolves from a static asset to an intelligent node within a wider system.

And that evolution does not require structural redesign each time.

9.4 INTEGRATION WITH MUNICIPAL SYSTEMS

Technology only creates value if it integrates with existing systems.

The platform is designed to connect with:

- Municipal management software
- PAYT systems
- Collection route planning tools
- Reporting and compliance platforms

Open interfaces and standardized APIs allow smooth integration without forcing municipalities into closed ecosystems.

For you, this means:

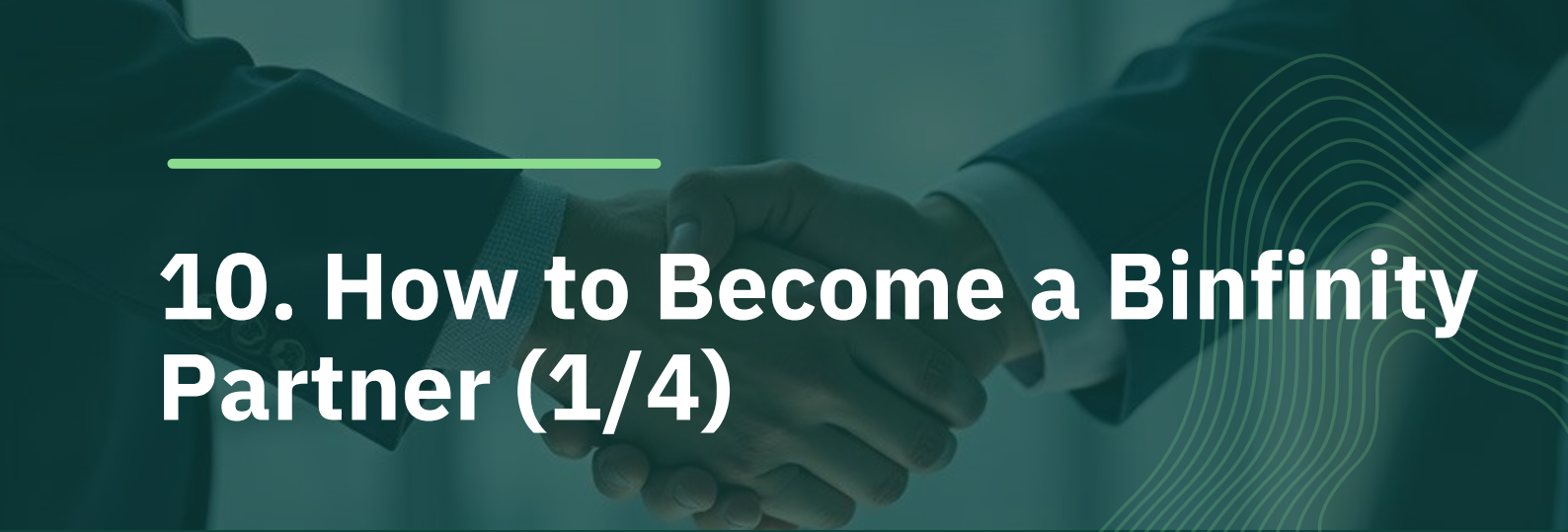
- Easier acceptance in tenders
- Lower IT resistance
- Faster implementation
- Reduced integration risk

The goal is not to complicate the infrastructure.

It is to enhance it — without adding operational burden.

A photograph of two men sitting and smiling in a greenhouse or indoor garden setting. The man on the left is wearing a light blue patterned shirt and dark pants, sitting on a white stool. The man on the right is wearing a blue and white plaid shirt and is partially visible. There are various potted plants and hanging baskets in the background. A large, semi-transparent white circle and a horizontal line are overlaid on the image, framing the title text.

10. How to Become a Binfinity Partner



10. How to Become a Binfinity Partner (1/4)

Becoming a digital partner should not require a complete business transformation.

It should be structured, predictable and manageable.

The onboarding process is designed to be practical and low-risk — while giving you full control over integration and rollout.

10.1 PARTNER SELECTION

Because access control becomes part of the container infrastructure delivered to municipalities, partnerships must be carefully selected. We do not aim to work with as many manufacturers as possible. We work with a limited number of leading partners per region.

This ensures:

- Strong market focus
- Clear commercial territories
- Long-term cooperation
- Consistent quality toward municipalities

For this reason, every new partnership starts with a mutual evaluation. Not every manufacturer will be the right fit.

And that is intentional.

We believe the strongest partnerships are built with manufacturers who share the ambition to move beyond hardware and become part of the next generation of smart waste infrastructure.

10.2 TYPICAL PARTNER PROFILE

The manufacturers we partner with typically have:

- A strong reputation in municipal waste infrastructure
- High-quality container engineering and production
- Long-term relationships with municipalities or waste collectors
- A service organization capable of supporting installed infrastructure
- The ambition to expand from hardware supplier to smart infrastructure partner



***Technology alone does not create value.
The right partnership structure does***

10. How to Become a Binfinity Partner (2/4)

This ensures that municipalities receive reliable, long-term infrastructure solutions.

And it ensures that partners can successfully scale digital container deployments.

10.3 STEP 1 – DEMO MODEL (90 DAYS FREE)

The first step is simple:

You receive a fully functional access control system for testing.

No immediate large investment.

No forced volume commitments.

This allows you to:

- Evaluate hardware quality
- Test integration into your container design
- Demonstrate functionality to key customers
- Let your technical team assess feasibility

The goal is not theoretical discussion.

The goal is hands-on validation.

10.4 STEP 2 – TECHNICAL INTEGRATION

Once you decide to proceed, technical integration begins.

This includes:

- Mechanical integration into your container design
- Positioning of controller, lock, battery and solar panel
- Alignment with your production workflow

Engineering support is provided during this phase to ensure:

- Clean integration
- No structural compromise
- Efficient production scalability

The objective is to make the digital layer a natural extension of your product
— not a complex add-on.

10. How to Become a Binfinity Partner (3/4)

10.5 STEP 3 – TRAINING & PORTAL ACCESS

Digital functionality requires operational confidence.
Training typically includes:

- Installation training (approx. 4 hours)
- Software and platform training (approx. 4 hours)

Your team receives access to:

- Partner portal
- Documentation
- Configuration tools
- Service support channels

After training, your organization is fully capable of:

- Installing systems independently
- Managing access rights
- Supporting customers at first-line level

The goal is autonomy — not dependency.

10.6 DISTRIBUTION AGREEMENT & SLA

Once integration and training are aligned, a formal distribution agreement is established.

This covers:

- Geographic scope
- Commercial framework
- Responsibilities
- Service level agreements

Clarity at this stage ensures long-term stability.

Both roles are clearly defined.

You remain the commercial and contractual owner toward the municipality.

10. How to Become a Binfinity Partner (4/4)

10.7 SUPPORT STRUCTURE

Support follows a structured two-level model:

First-Line Support – Partner

You handle operational questions and on-site service.

Second-Line Support – Technical Expertise (Remote)

Complex technical issues are escalated when necessary.

This model ensures:

- Fast local response
- Clear accountability
- Controlled escalation
- No fragmentation toward your customer



You remain the face of the solution.
The technology strengthens your service capability — it does not replace it.

This onboarding structure is designed to remove uncertainty.

No massive upfront risk.
No loss of control.
No channel conflict.

Just a structured expansion of your portfolio.

11. Case Study: Partner Success Story (1/3)

Digital transformation is strategic. But in the end, what matters is this: Does it work in practice?

The following case reflects the typical journey of a European container manufacturer integrating access control into its portfolio.

11.1 MARKET CONTEXT

The manufacturer operated primarily in one national market.

Characteristics of the market:

- Strong reliance on public tenders
- Increasing inclusion of digital requirements
- Growing demand for PAYT systems
- Price-driven competition

The company had:

- Solid hardware reputation
- Long-standing municipal relationships
- Limited digital capability in-house

In several tenders, access control was included as a requirement. Without a structured digital layer, the manufacturer had to rely on third-party integration or compete at a disadvantage.

Management recognized that digitalisation was no longer optional. It was becoming structural.

11.2 IMPLEMENTATION

The integration process followed a phased approach:

1. Demo model testing and internal evaluation
2. Technical integration into container design
3. Training of installation and service teams
4. Inclusion of digital functionality in tender proposals

Within a short period, access control became a standardized option in the manufacturer's product portfolio.



*Digitalisation was no longer optional.
It was becoming structural*

11. Case Study: Partner Success Story (2/3)

Commercial teams were equipped to position:

- Smart containers
- Data capability
- Future-proof infrastructure

Instead of offering “just containers,” the company offered an integrated system.

11.3 COMMERCIAL IMPACT

The impact was visible on multiple levels.

Tender Positioning

The manufacturer could participate in digital-focused tenders without dependency on external suppliers.

Increased Win Probability

Early involvement in specification discussions strengthened competitive positioning.

Service Revenue Layer

Recurring service income created additional margin beyond hardware sales.

Stronger Customer Relationships

The company remained structurally connected to municipalities through digital infrastructure.

Over time, recurring revenue became a growing component of total profit.

More importantly:

The company’s profile shifted from production-driven supplier to technology-enabled partner.

11. Case Study: Partner Success Story

11.4 LESSONS LEARNED

Several key lessons emerged:

1. Digitalisation strengthens — it does not replace — the hardware business.
2. Integration is manageable when structured properly.
3. Municipalities increasingly expect digital capability.
4. Recurring revenue builds financial resilience.
5. Early adoption creates strategic advantage.

The transition was not disruptive.

It was evolutionary.

But it changed the long-term positioning of the company.

And in a transforming market, positioning determines future relevance.

12. Conclusion: The Next 5 Years

The European container market is not shrinking.

It is transforming.

Over the next five years, three developments will accelerate:

1. Digital requirements in tenders will increase.
2. Municipalities will standardize data-driven waste management.
3. Recurring revenue models will outperform purely transactional businesses.

The container itself will remain essential.

But the competitive battlefield will shift from steel to systems.

Manufacturers who integrate digital infrastructure will:

- Influence specifications
- Increase win rate
- Strengthen long-term customer relationships
- Build predictable recurring income
- Improve company valuation



Manufacturers who remain purely hardware-driven will:

- Compete primarily on price
- Stay exposed to tender volatility
- Miss lifecycle revenue opportunities

This shift will not happen overnight.

But it is already happening.

And in infrastructure markets, early positioning creates long-term advantage.

The question is not whether digitalisation will shape the container market.

The question is whether you want to shape that transition — or adapt to it later.

The next five years will determine which manufacturers evolve into platform-enabled partners.

And which remain production-driven suppliers.

13. Call to Action

This transformation does not require a radical overhaul.

It requires a structured first step.

You can start with:

- A strategic discussion
- A demo model evaluation
- A technical feasibility assessment
- A joint market exploration

No large upfront commitment.

No loss of control.

No channel conflict.

Just a clear opportunity to expand your portfolio and strengthen your position.

If you are exploring how to:

- Increase win rate
- Build recurring revenue
- Strengthen valuation
- Future-proof your company

Then the next step is simple:

Explore whether a partnership makes strategic sense.

Evaluate the demo model.

And explore how digital capability can become a natural extension of your container portfolio.

The market is evolving.

The decision is whether you move with it — or watch others move first.

Got excited? Let's explore what we can do for you



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Plan an
introduction call