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Shred-it joins the ranks of UK business Superbrands® 2019

A singular brand focus to ‘*protect what matters*’ propels leading information security company Shred-it to Superbrand status as data compliance tops the business agenda

Manchester, 8 April 2019: [Shred-it](#), one of the UK’s leading information security companies and a Stericycle solution, has announced it has been awarded [Business Superbrands](#) status for 2019. Shred-it’s protection solutions and services include secure document destruction, media destruction, branded goods and uniforms destruction as well as recycling services. It helps businesses to comply with legislation and ensures that customer, employee and confidential business information are protected at all times.

The Business Superbrands survey has been tracking the perception of a wide-range of business brands in the UK since 2001. This year’s research process, managed by The Centre for Brand Analysis (TCBA) in partnership with Dynata - one of the world’s leading data research companies, evaluated approximately 1,600 brands across 63 categories and involved 2,500 UK business professionals with an expert council comprising 24 senior business-to-business marketing leaders. Only the most highly-regarded brands from each category are awarded Superbrand status.

Unusually for an industry award, brands do not pay or apply to be considered - in order to provide a broad review of the market and identify the strongest brands in each category, all the key players in each sector need to be voted on. All voters were asked to judge brands against the three core factors inherent in a Superbrand: **quality**, **reliability** and **distinction**. Additionally, brand perception and voting by individuals is also influenced by a range of both short and long-term factors, from the brand’s current profile to its latest marketing activities and new product and service developments, giving a holistic picture of how brands are currently perceived.

Stephen Cheliotis, CEO of The Centre for Brand Analysis (TCBA) and Chairman of Superbrands comments: “In unsettled times, businesses that are well-regarded and possess a positive reputation benefit from competitive advantage over weaker branded rivals, providing greater immunity against short-term market volatility. Being perceived by buyers and influencers as a leading Business Superbrand is a positive business signal, while also recognition of the hard-work and dedication of the employees of each business attaining Superbrands status.”

Secure document and media destruction are critical in today’s data driven environment as security compliance and risk management have become a critical part of the business landscape, reflected in a worldwide market that is forecast to grow 8.7% to US\$124bn in 2019 (Source: Gartner Inc.). This is being driven by several factors including a greater and broader understanding of security risks and data breaches; privacy concerns and stricter regulation such as GDPR around data loss prevention; and the need to view sensitive data and related systems as critical infrastructure.

Andrew Johnston, Marketing and PR Director EMEAA for Shred-it, stated: “In an increasingly competitive market, Shred-it sought a clear point of differentiation to distinguish its offering. Shred-

it identified a number of key insights following research of its worldwide customer base which led to the brand's positioning around the 'We protect what matters' strapline. Shred-it protects people, it protects customers, it protects brands and reputations and it protects the environment. This has enabled the brand to better focus its communications around the core idea of protection – the brand's red thread – which is transferable across markets, sectors and channels."

[Shred-it](#) has a one team, one goal motto with a customer first approach, to ensure the safeguarding, understanding and managing of confidential information. Shred-it's values around excellence in service provision, depth of experience and sector knowledge, accountability and integrity, together with sustainability and continuous improvement underpin its leading market position. The values deliver peace of mind and help organisations stay in control through being Shred-it protected. They are encapsulated in the brand's strapline 'We protect what matters'.

To learn more about Shred-it visit www.shredit.co.uk/superbrands or [watch the video](#).



Picture caption: Shred-it, a leading information security company and a Stericycle solution, joins the ranks of UK Superbrands in 2019.

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About Shred-it

Shred-it is a world-leading information security company providing information destruction services that ensure the security and integrity of our clients' private information. Shred-it, a Stericycle solution, operates in 170 markets throughout 18 countries worldwide, servicing more than 400,000 global, national and local businesses. For more information, please visit www.shredit.co.uk

About Shred-it: brand history

- 1988 - Greg Brophy founds Shred-it
- 1993 - Shred-it grows, expands overseas and launches a manufacturing division
- 2002 - Further expansion with state-of-the-art records management and storage facilities
- 2014 - Shred-it merges with Cintas Document Shredding, operating under the Shred-it brand
- 2015 - Shred-it is acquired by Stericycle and becomes a wholly owned subsidiary
- 2018 - Shred-it operates in 170 markets throughout 18 countries worldwide, servicing more than 500,000 global, national and local businesses.

About Superbrands

The Superbrands organisation identifies and pays tribute to exceptional brands throughout the world. The UK programme is run under license by The Centre for Brand Analysis (TCBA). A selection of identified Superbrands are celebrated in the Superbrands Annual, first published in 1995 and now in its 20th volume in the UK. The book explores the history, development and achievements of the nation's leading brands, showcasing why they are well-regarded and providing valuable insights into each brands strategy and proposition.