

HERE'S TO THE
NEXT
SEVENTY
YEARS



THOMAS JOSEPH TOSCANO 1947

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MR. **T** CARTING



1947-2017



THE HISTORY OF MR. T CARTING

Mr. T Carting, like many family-run businesses, was established by a daring entrepreneur, a son of Italian immigrants, with a vision to deliver a service faster, smarter and better. Diligence, persistence and long hours led to growth and soon, a brother-in-law, brothers, cousins and the children of the next generation were working for the business.

In celebrating the 70th anniversary of Mr. T Carting, the employees, customers and friends honor the founder himself, the remarkable Thomas Joseph Toscano, now age 91.

Thomas Toscano first worked as a mechanic in an auto repair shop, and later at an independent carting company before setting off on his own. He started his business in 1947 with one truck and one employee – himself – following his dream of being his own boss. The first ten years were especially difficult for the company's carting business; at that time, the Department of Sanitation picked up all the trash in New York City. In June 1956, the city mandated that businesses use a private carter for all waste disposal.

This resulted in a substantial increase in the volume of trash to be picked up and a growing number of private carters competing to meet the challenge.

Over the years, as the business increased and more family members joined the team, Mr. T has kept pace with the industry. More trucks, larger trucks, trucks that had the capacity to meet new emissions standards and incorporate innovative technology, were added to the fleet. Recycling became a part of the business, as public awareness of the limitations of solid waste disposal became a concern among business owners and public officials.

Mr. T is known as an innovator. As an example, the company instituted variable rate billing, where customers were billed for the actual amount of waste put out, instead of a fixed rate. Mr. T also pioneered food waste collection more than 10 years ago. Food waste or Source Separated Organics (SSOW) are increasingly being diverted from landfills and put to beneficial use via the use of anaerobic digesters and composting facilities.

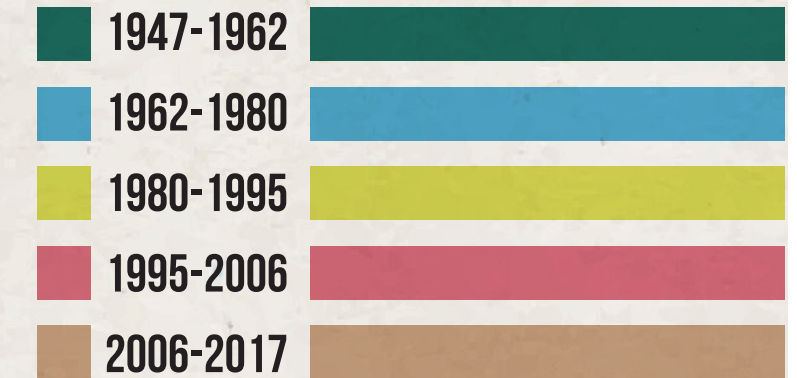


The focus on food waste makes sense considering that many of the earliest customers were local businesses like delis, butchers and bakeries, as well as diners and catering halls. Today, there are even more bars, nightclubs, breweries, beer gardens and gastropubs, plus supermarkets. Food-related businesses comprise nearly half of the Mr. T customer base. The remainder are retail, warehouse and manufacturing and light office waste.

Mr. T has also incorporated Single Stream Recycling to its customers, to make it easier for them to source separate and recycle more. Customers separate organic waste from the rest of their trash. Many customers now have 3 routes to haul distinct types of waste: Compost, recycling and all that's left.

Drivers and helpers at Mr. T are recognized for their commitment to customer service and safety and, in turn, customers have been very loyal to Mr. T. The day in, day out, six-days-a-week service the company provides means steady contact

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and communication between the business owner and the driver and helper on the truck.

Mr. T is proud to be a local business in Queens and Brooklyn, and is active in the community. Employees participate in Earth Day Cleanup at local parks and offer e-waste drop-off and collection periodically.

Looking ahead, Mr. T anticipates growing by increasing the recycling routes, while decreasing trash disposal.

Of course, Pop Toscano was and will ever be the driving force of the company graced with his name. His dedication to service, his commitment to customers and his work ethic of doing the job right the first time are life lessons have powered Mr. T Carting from its earliest days to this 70th anniversary. The entire company appreciates all the employees, present and past, and the customers, who have been a part of this history.