New waste recycling app to bridge the truck owner, customer gap

Wrapp, a new waste recycling solution working off the grid from a used ship container, is connecting independent truck owners and the customers who need waste removed via an easy-to-use mobile app. "We want to spare you the hassle of sorting out your waste, while creating work for truck owners in an environmentally conscious way," says founder Clive Amsel. "It's one of the primary reasons we exist."

Image Supplied: Wrapp truck - Kewin Petersen and Clive Amsel

Wrapp allows a customer to choose the waste type, truck type and pick-up time for loads from 1.3 to 12 tonnes, with quotes in 60 seconds, all on the app. Payment happens after delivery, either via a credit card payment gateway on the app or by EFT. With live tracking and notifications, there's no need to follow up on the status of the order with calls or texts.

In addition, the cloud-based dashboard gives managers access to a full audit trail with timestamps of every load's life cycle, from removal to recycling or disposal. It also features useful graphic breakdowns of the data.

Apart from the time-saving Wrapp affords, customers appreciate the work opportunities the service is creating, says Amsel. "It's one of the most satisfying aspects of what we do. I think our customers recognise the potential this technology opens up for South Africans."

All service providers are vetted and approved by Wrapp, with quarterly quality checks for roadworthiness and compliance with National Waste regulations. They move most types of recyclables and solid waste, using skip bins, RORO (roll-on, roll-off) bins and tipper trucks that come with their own loading staff. Some also handle sand and stone delivery.

Wrapp is a member of the Institute of Waste Management South Africa and is accredited as a waste provider by the City of Cape Town. The app is available for Android devices from the Google Play store.