

BIZ SPOTLIGHT: SMASH MY TRASH

FEBRUARY 2021



A familiar name in the Fishers community, as a residential realtor and business woman, Kim Troyer is taking on a new endeavor. Along with her business partner, Kathleen Lynch, Kim is launching an innovative waste management company, known as Smash My Trash.

Smash My Trash is a mobile trash compacting service, which utilizes a vehicle mounted "smasher" to compact and reduce the waste material inside customers' dumpsters, onsite.

"Smash My Trash was started based on the premise that many times, dumpsters are hauled off and they are mostly air. That is costly and inefficient," said Troyer.

"Out of that simple premise has grown a service and business model whose mission it is to reduce the cost, hassle and environmental footprint associated with waste disposal."

First commercialized in the Houston, TX market, Troyer and Lynch opened an Indianapolis location, recognizing the simplicity and cost saving potential of the service for companies in the area.

QUICK FACTS

- Smash My Trash is a mobile trash compacting service
- The service reduces dumpster hauls by 60-70%
- Fishers resident, realtor, and business woman, Kim Troyer is opening an Indy-based Smash My Trash location



Kim Troyer & Kathleen Lynch

"We can smash nearly anything, from general debris, to construction waste, pallets, cardboard, and even scrap metals. We typically reduce customers' dumpster hauls by 60-70%," said Troyer.

Particularly appealing to general contractors, as they look to remove debris from a construction site, Smash My trash provides services to nearly any business utilizing roll off dumpsters, including manufacturers, schools, cities, and distributors.

Although in the early stages of business development in the area, Smash My Trash is already making its presence known, having provided services to home builders, commercial general contractors, a furniture retailer, logistics firms, and heavy equipment dealers in the Fishers area.

"Starting with two (2) trucks and a handful of customers, we plan on building out a fleet of trucks and adding over twenty (20) team members within the next couple of years," said Troyer.

Being a resident of Fishers, Troyer is familiar with the City's strong business climate and support for growing businesses.

"Kathleen and I have raised our families here in Fishers and we are excited about growing the business both in Fishers and in the Central Indiana region," noted Troyer.

"We love the dynamic vision for Fishers and the close-knit feel of this community and are excited to be partnering with the City to create more business and provide more companies with our service."

If you would like more information on Smash My Trash, visit smashmytrash.com



The smash truck.



The "smasher" compacting a dumpster of debris at a company demo.



The Smash My Trash vehicle at work on a construction site here in Fishers.