

The background of the slide features two smart trash bins. On the left is a black bin with the word 'tower' printed on its lid. On the right is a white bin. The entire scene is overlaid with a semi-transparent blue filter. The text 'RKW' is centered in white, with a horizontal line underneath it.

# RKW

SENSOR BINS  
PRESENTATION

## CONSUMER DATA

### CONSUMER NEEDS IDENTIFIED



Hands free operation, especially when hands are full or dirty



Quick and responsive sensor to avoid delays in opening / closing



Reduce contact with the bin to avoid spreading germs or making the bin dirty



Manual override  
- an option to still use the bin if the batteries have run out



Battery operated  
(4 x AA required)



Quiet lid closing -  
a lid that closes gently, quietly and safely

## TOWER SELL MORE THAN 250,000 BINS PER YEAR

**TOWER**  
**NO.1 IN**  
**SENSOR**  
**BINS!**



50 Litre is our  
best-selling capacity



FOB option available



New offering is competitively priced to bring fantastic value, whilst maintaining the quality consumers expect from our brands backed by our 5 year guarantee



From market research, an average household of 2-4 people typically require a 40-50 litre bin to empty every 2-3 days

**RK**W

## WHY SENSOR-ACTIVATED TECHNOLOGY?

All Tower waste bins are designed with sensor-activated technology for hands-free opening.

This allows for consumers to dispose of household waste hygienically and limits the spread of bacteria in the home.

Since the COVID-19 pandemic, consumers have become more conscious of cleanliness with 67% of people saying that they are more afraid of germs now than before the Coronavirus pandemic.

Our sensor bins help to meet consumer priorities of hygienic practises in the home.



RKW

**TOWER**  
BUILT FOR BETTER SINCE 1912



T838005G/C/W  
50L Rectangular  
Sensor Bin



**RKW**



**TOWER**  
BUILT FOR BETTER SINCE 1912



T80904RB/RW  
58L Square  
Sensor Bin



T80900/T80902/  
T80901/T80903  
58L Square  
Sensor Bin



RKW





**TOWER**  
BUILT FOR BETTER SINCE 1912



T938020BLK/GRY  
60L Compact  
Sensor Bin



**RKW**



**TOWER**  
BUILT FOR BETTER SINCE 1912

CAVALETTO



T838010BLK/  
MNB/PNK/GRY  
58L Sensor Bin



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**TOWER**  
BUILT FOR BETTER SINCE 1912



T838001B/C/S/T  
75L Rectangular  
Sensor Bin



**RKW**





**TOWER**  
BUILT FOR BETTER SINCE 1912

**FREEDOM**



T938013PM  
T938013  
60L Sensor Bin



T938016PM  
T938016  
50L Dual Recycling  
Sensor Bin



**RKW**



**TOWER**  
BUILT FOR BETTER SINCE 1912

OZ  NE



T938021BLK/  
WHT/GRY/SS  
50L Ozone  
Recycling  
Sensor Bin



T938023BLK/  
WHT/GRY/SS  
60L Ozone  
Sensor Bin



T938022BLK/  
WHT/GRY/SS/COP  
65L Ozone  
Sensor Bin



RKW



## BIN LINERS



**T878002**  
25L Lemon  
Drawstring  
Bin Liners



**T878000**  
42-58L Lemon  
Drawstring  
Bin Liners



**T878001**  
75L Lemon  
Drawstring  
Bin Liners



**NEW FOR 2025**



**SWKA4522BLK**  
55L Oval  
Sensor Bin



**SWKA4513SS**  
30L Square  
Sensor Bin



**SWKA4515SS**  
50L Square  
Sensor Bin



**SWKA4512SS**  
65L Rectangle  
Sensor Bin



**SWKA4510SS**  
80L Rectangle  
Sensor Bin



**NEW FOR 2025**



**SWKA4519SS**  
42L Square  
Sensor Bin



**SWKA4517BLK/CN**  
42L Square  
Sensor Bin



**SWKA4518SS**  
50L Square  
Sensor Bin



**SWKA4520SS**  
50L Round  
Sensor Bin



**SWKA4516BLK/CN**  
50L Square  
Sensor Bin



**SWKA4521SS**  
50L Square  
Sensor Bin







**NEW FOR 2025**



**SWKA4501BLKN**  
70L Dual Recycling  
Sensor Bin



**RKW**





**Swan** *Retro*  
designed for life



SWKA4500BN/  
CN/BLN/GN/GRN  
45L Square  
Sensor Bin



**RKW**





# THANK YOU FOR YOUR CONTINUOUS SUPPORT



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