

# Pride Disposal and Recycling Company

## Attracting, retaining drivers with smart truck technology

Pride Disposal and Recycling Company provides residential and commercial solid waste services — including garbage, recycling, and yard debris collection — in Beaverton, Durham, Hillsboro, King City, Sherwood, Tigard, and Washington County in northwest Oregon. Founded in 1986, the company has doubled in size over the last 20 years and currently operates more than 45 Routeware-enabled smart trucks every day.

### Challenge

- Successful, growing business must scale to serve twice as many customers
- Recruiting and retaining waste hauling drivers is an industry-wide challenge

### Results

- By proactively adopting smart truck technology in 2001, Pride Disposal and Recycling avoided the growing pains that many private haulers experience
- In-truck technology not only helps new drivers do their jobs; it also shows potential hires that the company is forward-thinking and innovative



“New drivers think it’s cool that we’re way more technologically advanced than they expected, and prospects see our use of on-board computers as a sign of innovation in other areas.”

“We would need more drivers and office staff if we didn’t use Routeware.”

**Kristin Leichner**  
President

## About Routeware

Routeware is the waste and recycling industry’s most trusted software and technology company. Our enterprise solutions help municipalities and haulers save time and money, increase efficiency, improve safety, and green up our world. Find out more at [www.routeware.com](http://www.routeware.com)