

## Pride Disposal Sherwood, Oregon



*For over 20 years, industry veteran Pride Disposal has stayed apace with the latest technological advances and safety breakthroughs in the solid waste business. Some years ago, Pride looked to Safety Vision for a unique application of mobile video camera systems, combining live video with recorded video to enhance safety and reduce liability—on the road and at the destination.*

**“Since installing the equipment, we have decreased costly ‘go-backs’ with the ability to review data from the Safety Vision system, and substantiated extra charges that customers dispute at ... billing.”**

*—Michael Leichner, Sr.  
President, Pride Disposal  
Sherwood, Oregon*

Pride Disposal of Sherwood, Oregon, has integrated two of Safety Vision’s mobile safety technologies to create a customized, progressive mobile video solution: The multidirectional (rear-, side-, and forward-facing) collision avoidance camera system feeds live video to an in-cab monitor, while the onboard RoadRecorder® 6000 mobile digital video recorder system saves recorded video to a removable hard drive for subsequent viewing.

The benefits of Pride’s two-prong solution are multifold: The collision avoidance system increases drivers’ on-the-job safety and performance, which leads to better business results. And the RoadRecorder 6000 system’s tamper-proof, digitally encrypted recordings may help the company reduce fraudulent claims; substantiate or disprove customer complaints; facilitate accident investigation; and create permanent, electronic driver training aids.

Affirms Pride President Mike Leichner, “We are delighted with Safety Vision’s mobile recording equipment. It is rugged and reliable, and it affords consistently crisp video—even in poor lighting conditions or inclement weather. And in Portland, inclement weather is a way of life!

“Since installing the equipment, we have decreased costly ‘go-backs’ with the ability to review data from the Safety Vision system, and substantiated extra charges that customers dispute at the time of billing. We often email a video clip for the customer to review. This ability to send a video clip also comes in handy when a driver finds evidence of load contamination, or when a customer reports damage to an enclosure. Our drivers were skeptical with the system initially, but have bought into the protection they receive from having the system in place.

“From the safety standpoint, we are always looking for ways to enhance our safety program. Our insurance carrier has also bought into the benefit of the Safety Vision system! Most importantly, we feel we are safeguarding personnel and the public from injury.”

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