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Alex Marland, Director



McCarthy Marland chooses PurGo as its joined-up waste solution

In 2019, Bristol-based waste management company, McCarthy Marland chose to implement PurGo waste management software from VWS Software Solutions. The independent waste operator provides skip hire, roll-on roll-off, grab hire, wheelie bins and other waste management services to Bristol, Bath, south Gloucestershire and Somerset and makes resourceful use of waste materials to produce recycled products and renewable fuels.

Making the decision to move away from their previous system, Director, Alex Marland explains that "we were looking for a full end-to-end solution that could be managed internally, offer real time information, able to integrate with other business systems and be used throughout our operation – from drivers to the accounts team." The business was also keen to choose a system that was built to grow with them, as their requirements evolve.

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Alex explains that he was first introduced to PurGo through a demonstration from Devon Contract Waste, who have been a user of the software for over 6 years. Crucially, he was able to see the system in action with another waste operator.

Once the decision was made to implement PurGo, the transition began. Alex stresses the importance of getting this stage right to the overall success and adoption of the technology. He warns that "you shouldn't underestimate the time needed to build and customise the system to your business", but he add that "once that's done, it is all there – PurGo can handle everything we need now and so much more that we are yet to grow into".



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Commenting on PurGo’s functionality and usage in his business, Alex explains that “we are using it on the weighbridge, as a vehicle planner, in the accounts department and in the vehicles.” Invoicing is handled by the software and Alex explains that “we are moving our purchase ledger across to PurGo, as non-industry systems are simply not suitable for our needs – PurGo is!”

“A big factor that influences the success of the software implementation is driver buy-in”, explains Alex. “We use Getac tablets on the trade waste rounds and Samsung devices for everything else. The software usability is key to getting the drivers to adopt it and it is very intuitive.”

PurGo was fully implemented at McCarthy Marland prior to the start of the global pandemic and Alex explains that “it has proved invaluable since we’ve had to modify the way we all work. We’ve had to work remotely and PurGo has helped us to continue to operate the business. In fact, COVID-19 has helped us to get to grips with the system quicker and experience its full capabilities.”

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Another key feature of the system that McCarthy Marland is using is the workshop module, including vehicle defect reporting. This compliance feature enables vehicle checklists and defect reporting to be managed through the mobile solution and live updates of identified issues to be sent back to PurGo for rectification and management.

As an existing Vehicle Weighing Solutions bin weighing customer, McCarthy Marland can take advantage of the seamless bin weighing data integration straight into PurGo. Alex explains that this enables the business to charge for excess weight – which previously would have been missed.”

Commenting on the overall benefits being brought about through the implementation of PurGo, Alex says that “it does everything I was hoping for and more. It gives us what we need now, but it will grow with our business. There is so much of the system that we’re not using yet.” He also comments on the efficiency gains saying that “there is much less paperwork since implementing PurGo. The use of the mobile tablets means less handwritten tickets, and we therefore have no use for box files full of paperwork, as we would have done in days gone by”. He comments that “PurGo is intuitive and easy to learn. It is all there and gives us what we need.”