UNTHA UK is one of the country’s leading providers of industrial shredding technology and associated waste management expertise. The company’s consultants and engineers are regularly called upon, not just for their shredding knowledge, but for their wider recycling, product destruction and Energy from Waste (EfW) advice too.

The team has happily passed on as much insight and information as possible over the years, with the website a particularly popular hub of activity. And analysis of online visitor habits shows UNTHA UK’s videos attract some of the greatest traffic levels of all.

Keen to provide industry professionals with as much relevant content as possible, the company has therefore launched a new series of ‘How to Shred…’ films. Set to release one new video every month, UNTHA will visually showcase how to tackle a range of waste and recyclable materials, from familiar everyday objects through to seemingly unshreddable items. Some films will be short and snappy, no more than 30 seconds in length. Others will relay more detailed footage of a shredding scenario, so viewers can see exactly what happens when UNTHA’s shredding technology swings into action.

The videos will be available to watch – and share – on UNTHA UK’s YouTube channel, the news section of UNTHA UK’s website, Twitter, LinkedIn and even an e-bulletin.

Commenting on the launch of the ‘How to Shred…’ films, UNTHA UK’s managing director Chris Oldfield said: “We’ve read a number of blogs which predict that video will dominate as the social media content of choice in 2015. And last year video specialist Invodo published a statistic which claimed that in 2017, 74% of all internet traffic will be video.

“It’s therefore important that we communicate using media that our clients and prospective customers will most engage with and enjoy. Some people like to read our in-depth white papers and case studies, whereas others prefer to sit back and watch some simple footage. So, because we don’t believe in a ‘one size fits all’ approach, we’ll continue to offer content in as many forms as possible.”

If you’d like to see UNTHA UK’s new ‘How to Shred…’ videos, every time a new film is

released, you can:

- Follow UNTHA UK on Twitter
- Connect with Chris Oldfield on LinkedIn
- Monitor UNTHA UK’s web news pages
- Submit your email address to the team and subscribe to the ‘How to Shred…’ bulletin.