



Document Destruction Industry Report

February 2008

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JUST RELEASED!!!

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Hello,

Six weeks into 2008 and I already broke my New Years resolution - to get this newsletter out on time every month. January passed by at the speed of light while we were analyzing the mountain of data we collected in our 2007 industry survey.



The results are astonishing - average 2007 growth for privately owned shredding companies was 31% (though some of this can be attributed to increased paper prices).

With data collected from 184 companies, we have developed a strong benchmark for operating performance for shredding companies of all sizes. We welcome any questions or comments you may have, as your input helps up to refine our research.

Of course, if you are interested in maximizing the value of your business, or are entertaining the sale of your company, we would love the opportunity to confidentially discuss our acquisition advisory services with you.

Wishing you all much success,

Jim McGuire
President
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[Click here to send me an email](#)

P.S. We'd like to especially thank the 184 people that took the time to participate in our survey. Thank you, thank you, thank

you!

NAID 2008 Conference - Anaheim, CA



We are excited to be a new vendor member of the National Association for Information Destruction and will be attending the April Conference. If you would like to meet with us to discuss strategic alternatives for your company, such as a business sale, infusion of capital, or other options, please call us early to arrange for a private meeting.

JUST RELEASED!

2007 Document Destruction Industry Benchmark Report

Did you know...

The average privately held document destruction business in the U.S. generates \$640,000 in sales, processed 961 tons of paper in 2007, and has 2.3 trucks. The statistics don't stop here...

This 27 page report analyzes key operating data compiled from over 180 privately held document destruction companies. A must-have for anyone involved in the industry, this report de-mystifies the financial characteristics and operational performance of the U.S. document destruction industry. This report includes:

- Analysis of 23 key business metrics including revenue, margin, containers deployed, paper tonnage, fleet size, marketing spend, and customer makeup.
- Five separate analysis - Businesses with revenues over \$1 million, \$601K to \$1 million, \$301K to \$600K, under \$300K, and businesses operating with margins above 30%.
- A copy of our comprehensive survey results originally provided to participants in our study. These results include easy to read graphs and charts on data collected on company history, financial performance, operations, sales and marketing, people, customer satisfaction, and the future of the industry.

By purchasing this report you will finally be able to compare the performance of your business against similarly sized businesses in your industry. Knowing how you compare is the first step towards increasing the value of your business.

This report is available for download in .PDF format for \$275.00 on our website at:

[Download 2007 Document Destruction Industry Benchmark Report](#)

Shotgun Capital Featured in Jan/Feb 2008 Security Shredding & Storage News

The January / February 2008 edition of Security Shredding & Storage news features a cover article on the results of our benchmark study. This article provides useful information on some of the data we collected in our 2007 survey.



Shotgun Capital Advisors, LLC provides merger and acquisition advisory services to businesses in the document destruction industry.

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