



"In terms of cost, when we reviewed what we were spending on shredding services, we were pleasantly surprised to see that the cost of a high volume, secure shredder from HSM would be covered in approximately one year's worth of what we were spending on external shredding services. When this is combined with the direct control, and immediate nature of an on-site shredder, in retrospect this is something we should have put in place years ago."

Stuart Jordan, Managing Director, Jask Creative

Case Study: Jask Creative

Confidential data: Shredding at the source

Jask Creative is a leading full-service marketing agency operating in Solihull. For over 15 years, Jask has been helping brands across the UK with all things marketing – from Creative Design and Print Management to Web Development and Content Marketing.

The Facts

After continuous periods of growth, Jask were dealing with their largest amount of confidential information yet, but were determined to continue handling paper documents in the correct way. After working with HSM for a number of years, Jask turned to us for guidance on how to deal with their growing issue of document security.

Jask Creative was founded by three life-long friends back in 2002, beginning life as a small design and print agency for local brands. Over time, the business grew and developed to become a full-service marketing agency with nearly 30 staff members and a roster of prominent clients – all with an element of confidential information around them.

Today, with a bustling HR department and busy account managers, the handling of information around company accounts, employees and client sensitive information is

part of the daily routine for the office. With this in mind, and the additional considerations of GDPR, Managing Director, Stuart Jordan, needed a solution that would allow for the efficient and effective disposal of the ever-growing amount of confidential information held by the agency.



The HSM SECURIO B34 document shredder for the large office is designed to destroy confidential data of 1 to 8 people.

The Solution

Jask has always been faced with the issue of maintaining document security but was using a variety of methods more suited to smaller companies – a common issue for growing companies.

Using a small office-based shredder combined with a mobile document destruction company for larger volumes, Jask quickly realised they needed a solution that would allow them to destroy more confidential information instantly on-site, and with a higher level of security than that which is offered by mobile shredding services.

With the fear that a large, commercial-level shredder would cause space and noise issues, Jask needed advice on their options. After being recommended the HSM SECURIO B34, Stuart removed the existing low-volume shredder and made space for the new machine.

The new shredder has been installed in a visible location within the agency's main open plan office, meaning all employees now have visibility of the machine and easy access to it. A discrete and compact design means the shredder fits perfectly into the office space. With a powerful drive, it shreds documents quickly, reliably and quietly – making it the perfect solution for a busy open plan office.

With the nature of the information being handled in the office, HSM advised Jask to choose security level P-4, as

this cut size combines a high level of sheet capacity with great shredding security. The SECURIO range has been awarded for its sustainability, and recognised for its low power consumption, which is an important consideration for environmentally conscious companies such as Jask.

The Result

With the HSM SECURIO B34, Jask have now improved their handling of confidential printed material across all areas of the business, knowing that the disposal of documents is now being handled at the correct security level. A 'shred all' data protection policy has now been rolled out across all employees, ensuring that the processes are in place within the agency alongside the machinery to ensure that shredding can be handled as and when needed.

Its central location and quiet shredding operation means that staff now dispose of waste documents when they are no longer required; on a little and often basis – without office disruption. This timely disposal process ensures that documents which contain private and confidential information are rendered secure within minutes.

Pairing this with an already sound digital data procedure, the marketing agency can continue to grow and be reassured they are disposing of all confidential documents swiftly and securely.

Quote from Stuart Jordan, Managing Director, Jask Creative

"As a marketing agency, we have a consistent flow of confidential material come to us from clients. Even with the vast majority of our communications being electronic, we were finding that we needed to call on a mobile shredding service to visit our premises around once a month. This presented us with some logistical problems, in terms of where to store confidential material until the point it was destroyed, but more importantly, we felt that for the most confidential information, that this needed to be destroyed as soon as practicable, and to a level that we were sure was secure. GDPR in particular highlighted to us that the destruction of this material is ultimately our responsibility, so we did not want to rely on a mobile shredding service, where we know that the level of shredding can be variable."

"HSM has delivered a solution that fits all of our demands, giving us peace of mind in knowing that our stakeholders are confident we're protecting their information in the best way possible."



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