

## **Fast Eddys is a Well-known Sydney Company in Trendy Newtown Sydney That Has Rebranded to Reflect Sydney's Changing Demographic.**

*Rubbish Removal is a popular service in Sydney, New South Wales, with many competitors vying for residential and commercial Rubbish Removal.*

*In what is a dull and, in most cases, not very brand-oriented industry, we took a very different approach to Fast Eddys, creating a 'fun & sexy' brand.*

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Facing ever-increasing competition in their industry, the client recognised their presence was tired and old fashioned.

With no logo, poor vehicle signage and advertising, the client understood they were not appealing to potential customers, especially to a younger demographic.

In what is a dull and, in most cases, not very brand-oriented industry, we took a very different approach to Fast Eddys, creating a logo and utilising the existing slogan to produce a 'fun & sexy' brand.

The result is a vibrant and contemporary identity, making it easy for potential and existing customers to recognise and engage with the Fast Eddys brand.

We also wanted to:

ensure the company motto "We Load You Relax" was retained

ensure the branding was appealing to a broad demographic

have fun with the logo and slogan by mixing up colourways and shapes across the applications

reflect the 'arts' community in this part of Sydney where the client is based, especially known for its street art & murals

Fast Eddys Rubbish Removal have been operating since 1989, starting with just one man and a truck. The company has grown over that time to be a well-known Sydney-wide service, covering all Sydney inner-city regions such as the Eastern Suburbs, Lower North Shore, Inner West and St George region.

Fast Eddys Rubbish Removal are working on expanding even further by the end of the year, with areas such as Sydney's Western Suburbs, Upper North Shore, Northern Beaches, and the Hills District planned for expansion.

Company Director and company namesake Eddy Younan "We are dedicated to cleaning Sydney, and we are proud that our service helps in the recycling of Sydney's waste. We want to make a difference."

This difference, recycling, and ethically removing waste from Residential and Commercial Premises is core to Fast Eddys company DNA.

"Between 1996-97 and 2006-07, the volume of waste produced per person in Australia grew at an average annual rate of 5.4%. In 1996-97, Australians generated approximately 1,200kg of waste per person. By 2006-07, this had increased to 2,100kg per person." - Australian Bureau of Statistics

And with waste generated per person in Australia is on the rise, Fast Eddys Rubbish Removal is joining the fight to recycle when needed plus disposing of waste appropriately and safely.

#### About Fast Eddys Rubbish Removal

Based in Sydney, Australia, Fast Eddys Rubbish Removal are a local rubbish removal company. The company specialises in removing rubbish, waste, green waste and any junk found within households, offices and construction sites.

For more information, please visit <https://fasteddysrubbishremoval.com.au>

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