

# PROFILE

Story By Sayed Daher  
Photo By Sean Dolan

## Priority Shred



*Ed Kobrosly is excited about his latest venture Priority Shred, a mobile secure document shredding business.*

Priority Shred is the name of a new and exciting local business that was born in early January 2010.

Although the business is new, the owner has been a fixture in the Windsor- Essex County community for over 37 years.

Ed Kobrosly has a long history in the local area and has been successful in a wide variety of businesses. His experiences include owning a variety store on Wyandotte Street, a Tobacco Shop on Ouellette Avenue, The City Centre Parking Garage on Pelisser Street, a telecommunication call centre, a Bell Mobility outlet and many more successful ventures. The business ideas have all ranged in size and product, but all shared a common success.

Kobrosly's latest venture Priority Shred is a mobile secure document shredding business. He is very proud to say that his new business is unique, because it is completely locally owned and operated. Kobrosly further explained all inventory, vehicles and supplies have been and will be purchased in Ontario.

"I've always had a positive attitude about Windsor-Essex," Kobrosly said. "It is a great community and I have a strong belief in the people of this area. I have travelled to many different cities and believe Windsor can compete with any place, as this area has many great and unique things to offer."

Kobrosly is married with three children. He has two girls who are

married and son who is a member of the Canadian Armed Forces. His belief in the environment comes from wanting a secure future for his family. Ed's brother Bill shares many of the same values. Bill who is originally from Windsor had been living most recently in Vancouver. As Ed talked about his plans to open Priority Shred, his brother was immediately sold on the idea. He moved back to Windsor and will play a key role in the new business. Ed is excited to have his, "baby brother" back in town and part of the new project.

### All About Green

Kobrosly, has a strong love for the environment which has inspired his "Go Green" business.

"It takes one twenty year old tree to produce 50-60 kilograms of paper," Kobrosly said. "My belief is that people will recycle more as they become better educated about the benefits to their community."

In Kobrosly's view, people are recognizing the value and necessity of business and individuals to "go green."

"Really there has been a lot of discussion and planning of Windsor's changing economy and the need for more businesses to adopt the green mentality," Kobrosly said. "I feel this business can be part of this growth."

## Keeping it Confidential

One of Priority Shred's primary objectives is to ensure confidentiality for his customers and the community.

"I want to give my customers peace of mind and confidence that their shredding is done in the most secure fashion," Kobrosly said.

For instance customers can watch the shredding live on camera as it is being completed in the vehicle outside. Kobrosly pointed out many customers take advantage of this and watch the whole process, as it gives them satisfaction to see it being done properly in a secure fashion.

The documents are always stored in and carried out in a secure container. They also issue a certificate of destruction to customers ensuring that all shredding has been completed and confidentiality maintained. This certificate is kept on file by businesses and this gives them further peace of mind, especially with information and identity theft becoming major concerns for our society. Owners of businesses and administrators of agencies have a strong moral and legal obligation to ensure the confidentiality of their customers and clients. Kobrosly recognizes the importance of the privacy and that is why his business takes the security of documents so seriously.

"I am confident that by taking security measures and by proper planning, information theft can be greatly reduced," Kobrosly said.

Kobrosly explained Priority Shred is essential for financial firms, insurance companies, law firms, hospitals, non-profit agencies and others that require strict confidentiality.

"Our employees will come out to the location as often as requested with no limits. We will travel to any location in Windsor or Essex

County," Kobrosly said.

Although he is pleased to offer this service to big agencies, Kobrosly recognizes that the need is just as valuable to smaller firms who are now dealing with security issues, along with expanding in the future to include residential shredding.

"There is a big need for residential shredding, especially for the senior population to ensure their confidential information is guarded," Kobrosly said. "Recently, there have been many incidents where seniors and businesses have both been taken advantage of by individuals who steal confidential information and documents and manipulate the information for their own personal gain."

All of Priority Shred's drivers who complete the shredding on site are bonded and insured. Currently Priority Shred employs five individuals, but Kobrosly has a great vision for the future of his business.

He envisions the future expansion to include a secured storage facility for documents protected by a security guard; a drop off centre for documents that people can have access to at their convenience; and Kobrosly wants to be part of the cutting edge technology that ensure computer hard drives are completely secured before being recycled.

Family and community may be what inspired Ed to open a business that focuses in on recycling, however, it is his optimism and love for Windsor-Essex that drives him. He wants people to see all the positive things that are happening and not just focus on the negative ones. His words are motivation because he has 37 years of proven and successful business ventures in the area and believes the best is yet to come.

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