



# Axion Consulting

Innovation for a sustainable future

## Who are we?

Axion Consulting is a division of Axion Recycling Ltd. Axion Recycling was founded in 2001 by Directors Keith Freegard and Roger Morton to develop and operate innovative processing solutions for recycling waste materials.

The consulting division was created in response to increased demand from a wide range of clients within the recycling and process industries for practical development of new processing and collection methods.

Based at Bramhall, the 18-strong consultancy team works with clients to develop novel processes and trial innovative collection methods for a variety of industrial and commercial markets.

Axion Consulting's strengths lie in process and project development work for all types of processes, including complex advanced chemical processes and project management of practical assignments in the waste sector. Our clients like our ability to translate research results into commercially viable projects and our ability to manage complex practical trials on time and on budget.

The company works with a wide range of clients from Government agencies such as the Waste Recycling Action Programme (WRAP) and DEFRA, to Local Authorities and companies in diverse commercial sectors such as Waste Electrical and Electronic Equipment (WEEE) plastics recycling, vehicle recycling, bio-fuel and scientific research.

## What we do

There are two sides to our business:

1. Process development and business planning including:

- Initial market and technical feasibility studies
- Environmental impact assessments
- Business development projects
- Business planning and financial projections
- Pilot testing and process development
- Process design and project management
- Long term management of process businesses under contract

2. Developing and running innovative recyclables collection trials and promotions, including:

- researching best practice
- designing novel collection arrangements for recyclables
- setting up large scale collection trials
- recruiting participants
- marketing a service
- operating trials
- reporting results

Axion Consulting regularly handles projects ranging in value from £5k to £500k. In the course of this work we have initiated projects for clients which have resulted in capital spends over £20m.

## Meet the team

Axion is able to draw on the abilities of an expert team comprised of six chemical engineers, two polymer specialists, four field consultants, two recycling project managers, four project administrators and two publicity specialists.

Heading the team are Directors Keith Freegard and Roger Morton, who between them have over fifty years of experience in the process industries. They have held senior management positions in the manufacture of a wide range of products including household bleach, cement, textiles, biodegradable packaging and speciality chemicals.

Axion Consulting's range of disciplines covers all aspects of waste recycling – from practical trials and process development for new recycling processes to more general chemical process design development. Within the team Axion can offer a range of skills, experience and expertise built up over the last six years at the cutting edge of recycling, processing and collection know-how.

## Why use Axion Consulting

Axion Consulting supplies the expertise, knowledge and necessary skills to implement projects in the process industries, which are both environmentally sound and economically viable.

The steadily increasing flow of European legislation continues to promote producer responsibility for the disposal of waste materials. Growing pressure on landfill sites, rising disposal costs and increasing efforts of local authorities to adopt environmental routes for disposal of municipal waste, has created the opportunity for technology solutions to a wide range of refuse problems.

Axion offers a practical, efficient and friendly service.

### Examples of Clients and Projects

Axion Consulting has carried out consultancy work in both the public and private sectors, including:

- **UK PVC Recycling Consortium** – practical trials of novel recycling methods and development of a recycling plan for the UK PVC industry
- **Recovinyl** – Management of the UK's PVC industry's recycling project – market-based mechanism working with existing recyclers to encourage recovery of post-use PVC waste
- **WRAP** – Brominated Flame Retardant (BFR) project - development of novel processes for recycling WEEE polymers containing BFRs.
- **WRAP** – SME recyclables collection projects – practical trials measuring range of recyclables that could be collected by small construction companies and small companies on industrial estates
- **RAY** - Management and promotion of scheme encouraging SME window installation companies to recycle their waste, including establishing a network of participating waste transfer stations.
- **DEFRA** – Substantial project testing state-of-the-art WEEE polymer separation processes and measurement of their separation performance
- **Vehicle Recycling Sector (commercial clients)** – Trials of novel separation processes for non-metallic fractions of vehicle shredder residue
- **Greenergy Biofuels Ltd** – Market and technology assessments followed by development of business plans for large-scale biodiesel manufacture. Technical assistance with product and business process development.
- **Stockport Council** – Kerbside collection trial for mixed plastics collected from 1,800 homes and testing advanced separation processes
- **Coca Cola** - Novel collection trials working with Tesco, 15 local authorities and the football league
- **PVC Recycling** (commercial clients) - Business planning and project engineering
- **Plastic Bottle Recycling** (commercial clients) - Business planning and project engineering
- **Acquisition and Due Diligence** - Private Client

### Contact us

For more information about Axion Consulting and our consultancy services, please contact Roger Morton or Keith Freegard, Directors, at:  
Axion Recycling Ltd  
Errwood House, 212 Moss Lane, Bramhall. SK7 1BD

**Tel:** 0161 426 7731  
**Fax:** 0161 426 7732

Email: [info@axionconsulting.co.uk](mailto:info@axionconsulting.co.uk)

Website: [www.axionconsulting.co.uk](http://www.axionconsulting.co.uk)

