

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. In this issue, following feedback from customers, Axion concludes that recession could increase the demand for recyclates and introduces new recruits to the teams at both Axion Polymers and Axion Recycling.

RECESSION COULD BE GOOD NEWS FOR RECYCLERS

Recessionary times could be good news for plastic recyclers as manufacturers are under pressure to seek more sustainable and lower-cost solutions for products to remain competitive.

Greater recycled content in plastic goods could provide the answer amid a global financial crisis that has seen record oil prices continuing to force up the cost of virgin polymers, according to Keith Freegard, Commercial Director of Axion Polymers.

Commenting on a recent British Plastics Federation survey showing mixed views from plastics companies on the future for their businesses, Keith predicts the economic uncertainty could present plenty of opportunities for forward-thinking firms.

“People are recognising the value of plastic waste and there are a lot of drivers for the use of recycled plastic content in numerous everyday products, from plant pots to electrical appliances,” he observes. “This has to be a good thing as recyclate is not directly linked to the price of oil and consumers are demanding ‘greener’ products that conserve the environment and finite resources.”

“Retailers are also demanding new ways to differentiate their otherwise similar products, and an extra user-benefit, such as stronger environmental image, is used by consumers to make the choice of branded items in crowded and mature markets,” he continues.

“They want a low cost and sustainable solution, and that is what recycling delivers. I am getting a number of inquiries about our recycled polymers from companies of all sizes and along the polymer value chain, as a result of their customers asking for recycled content in new products.”

End uses for Axion’s polymer include a white goods component for a major household appliance manufacturer, internal parts for flat screen TV sets and till roll cores.

Environmental concerns and the rising cost of virgin polymers linked to high oil prices are being reflected in

more inquiries from moulders seeking to use high quality substitutes, says Keith.

Speaking after Axion’s recent successful Interplas debut which generated dozens of promising leads, Keith said: “The show highlighted more moulding companies are experiencing demand from their clients for recycled content in new products. This is something they need to consider. For example, one moulder’s client had designed a product to be sold on its eco-credentials so the use of recycled content is crucial to its success.”



Keith Freegard in discussion with potential customers at the Interplas exhibition

“We understand injection-moulders’ concerns about changing their material supply. But as experts in the recovery and re-use of post-consumer plastics, we can meet their requirements for ISO9000, quality-assured and sustainable raw material that appeals to ‘greener’ customers. Our Axpoly® ranges of high-specification polymers made from waste fridge, television and electrical appliance plastics are already used in many new extruded and injection-moulded items, from containers to household appliances.”

Axion uses more than 20 individual process stages at its advanced award-winning Salford plant to turn mixed plastics of all polymer types into high quality recyclate suitable for re-use in injection moulding and extrusion processes. Producing Axpoly achieves a 93% reduction in CO2 emissions. All Axion’s finished products compete technically and commercially with virgin grade polymers.

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NEW RECRUITS AT AXION RECYCLING

Axion has appointed two new employees and four work placement students at its Bramhall office and Axion Polymers division at Salford as part of the company's on-going commitment to maintaining close links with local universities.

Chemical engineer Nicola Myles, a first class honours graduate from Manchester University, joined in October and will be working with the Bramhall consultancy team on various recycling research projects. Nicola says: "Plastic recycling is a very important industry and Axion's pioneering work in this field is what attracted me to the company."

Edyta Onych has been appointed Sales Co-ordinator at the Salford recycling plant where she is responsible for order processing and customer liaison. With her at Salford are two Manchester University undergraduates Lidia Goyos Ball, Kwame Nkrumah-Amoako and Ksenia Gorlova, from Salford University, who will be working on a variety of quality, raw material supply chain, process optimisation and research projects until next summer. A fourth work placement student, Mick Claes from Manchester Metropolitan University, has been assigned to environmental science projects at Bramhall.

On why they chose to work at Axion, all agree both the recycling industry and the company offer tremendous opportunities and job satisfaction, saying:

"Axion is a successful recycling company and offers us great opportunities for the future to help towards improving plastic recycling and so, in a way, contribute towards protecting the environment. It's also a great place to work with a friendly and helpful team."

Lidia adds: "As work placement students, Axion is also offering us valuable exposure to a real and challenging working environment. The company's growth makes us feel useful as we see that our work is productive."



Left - right: Edyta Onych, Lidia Goyos-Ball, Roger Morton, Nicola Myles

"We're delighted to welcome them on board," says Technical Director Roger Morton. "As potential future employees, they get a feel for working with us and they in turn get valuable experience within an interesting and stimulating work environment, while being guided by our experienced team."

He adds: "Chemical engineers are in great demand and finding good quality staff can be difficult. By maintaining close links with local universities, we help to develop the talented professionals of the future whom we hope will eventually want to join us."

Keith Freegard, Commercial Director at Axion, adds: "It is very rewarding to see these bright, young people with a strong interest in joining the environmental materials processing sector. In several cases, we have seen high quality graduates wanting to do a job that makes a worthwhile contribution to the environment, in contrast to some of the roles they see for graduates in much larger processing organisations."

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