

# theaxionnewsletter

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**WELCOME** to the latest edition of the Axion Newsletter. In this issue read about the seasonal gifts being manufactured from Axpoly® by Smile Plastics Ltd. and find out about a brand new hazardous Waste Treatment Service being launched by Axion Consulting in collaboration with Alba Services.

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## WASTE PLASTIC IS A 'GIFT' FOR GREENER CUSTOMERS

Waste plastic from fridges and WEEE has been transformed into 'greener' Christmas gifts in a new partnership between Axion Polymers and an upmarket eco-conscious retailer.

High grade polymers from Axion's advanced Salford processing plant have been turned into novelty, eco-friendly keyfobs by Smile Plastics Ltd, which specialises in turning waste plastics into a variety of unique, quality products.

Thousands of the stylised car, house and T-shirt designs were produced as £2.95 Christmas gifts for global retailer Muji, which has 14 stores in the UK including nine in London.

Manufacturing the keyrings from 100% recycled plastic represents a 50% saving in carbon emissions compared with using raw materials.

The concept fits with the Japanese company's principle of developing new products by making the best use of materials while considering environmental issues – and one which all three companies believe could open up exciting new end markets and sales opportunities appealing to environmentally-aware consumers.

Axion's Technical Director Roger Morton says it could unlock fresh business opportunities for gifts with recycled content.

Colin Williamson, Managing Director of Shrewsbury-based Smile Plastics Ltd and a founding member of the British Plastics Federation's Recycling Council agrees, saying:

"Muji wanted to explore what products could be made from recycled plastic, and with Axion's help, we were able to come up with the solution."

"Axion is a technically-driven company run by chemical engineers who understand sustainability issues, the concept of quality recycled materials and the opportunities in the plastic recycling industry. Recycling is a process that starts as waste diversion and ends with someone buying a product that was originally manufactured from 'waste' in preference to one made from virgin materials."



Key fobs manufactured from Axpoly by Smile Plastics Ltd for global retailer Muji

"We're looking forward to developing new ideas and uses for recycled plastic in the future through this Axion, Smile and Muji partnership," added Colin.

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## AXION AND ALBA LAUNCH NEW WASTE TREATMENT SERVICE

Axion has joined forces with Alba Services, a leading hazardous waste management company based in Germany, to offer a new Waste Treatment Service in the UK.

Axion Consulting's market research shows that there is a lack of capacity to deal with hazardous waste in the UK. Axion and Alba are offering a new service to companies dealing with this waste stream.



Specialised skills and knowledge are required to arrange trans-frontier shipment of hazardous waste. Axion's team of skilled engineers and waste collection experts has the knowledge and

experience to arrange shipment of these materials for processing outside the UK.

Alba's team analyses the hazardous waste that is generated by a client and then finds the most cost-effective processing route for the material using a network of waste processors within Germany and elsewhere in Europe.



Alba operates several collection depots for hazardous waste. At these depots hazardous waste is collected and sometimes blended to make it suitable for further treatment by specialist processors. Alba arranges transport and all the necessary waste transfer documentation for its clients.

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**Axion Waste Treatment, collaborating with Alba Services**

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