

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. This issue includes articles on how the weak pound may help sales in Europe and details of Axion's new Process Equipment Sales and Design service.

WEAK POUND - A BOOST FOR UK PLASTIC RECYCLERS

The weak pound may be bad news for importers and tourists, but it is helping UK-based plastic recyclers to be more competitive abroad, according to Axion Director Roger Morton.

Axion says sterling's weakness is making its business more price-competitive for European customers and is a positive sign among the doom-laden economic downturn headlines.

According to Roger Morton, there has been increased interest in Axion Polymers' high-grade recycled polymers made from waste fridge and computer monitor and mixed WEEE plastic, due to the pound's slide against the euro.

He says: "Because our cost base is in pounds, this makes us more competitive in the European export market and as a result, we have seen more interest from foreign buyers."

"For example, a Polish injection-moulding customer said this week that we are now more price-competitive than before Christmas."

"Injection-moulding and sheet extrusion customers in Europe buying both recycled polystyrene and polypropylene have commented on how the falling pound is working in their favour."

However, despite the recent drop in virgin polymer prices due to the adverse economic climate, Roger claims recycled polymers made in the UK can still hold their own on price and environmental credentials.

He adds: "We are continuing to get many inquiries from companies that are committed to going 'green' by using recycled polymers while at the same time aiming to reduce their costs in the current climate."



Examples of products made from Axion's award-winning recycled polymers.

"Given heightened consumer interest in the use of recycled materials in new products, we are confident this market will weather these turbulent times – and with the added benefit of the current weak pound."

For more information about Axion's recycled polymers contact:

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AXION LAUNCHES NEW PROCESS EQUIPMENT SALES & DESIGN SERVICE

Axion Consulting has launched a new service offering plant and equipment for the primary processing of plastic waste materials.

Drawing on the wide range of expertise and experience within its staff, Axion can offer tailored designs of first-stage process plants to deal with a variety of different types of plastic wastes.

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AXION LAUNCHES NEW EQUIPMENT SALES & DESIGN SERVICE Cont...

Consultant John Cryan has recently joined the Axion team and will help to develop this new service. John has previously worked in the speciality organic chemicals sector where he gained a great deal of experience managing change in manufacturing and engineering processes to bring about operational improvement.

Axion Consulting has been appointed as sales agent for several leading equipment suppliers from across Europe.

Catalogue of equipment includes:

- Dry Cleaning Technology
- Size reduction equipment
- A choice of wet washing systems
- Storage and handling equipment
- Conveying systems

Keith Freegard, Sales Director, comments:

“Our engineers are able to combine individual items of machinery into simple process plants to satisfy a wide range of difficult waste challenges in the plastics sector.”

“If you have a sizeable waste plastics problem with a significant level of dirt, paper and label contamination, then you should contact our Machinery Sales team to discuss the application. We can then rapidly assess the

size and scope of the problem and offer a process solution based on the most appropriate equipment for your application.”

“As part of this service, we also offer to assist with budget stage project evaluation to compare the capital expenditure with the financial benefits of the proposed process solution.”

Contact Axion if you have a regular, large volume of dirty plastic waste and you are considering alternative ways to dispose of the material. Such items as mixed post-consumer packaging, industrial food wraps and agricultural films can be handled to increase income and reduce disposal costs.



Contact Keith Freegard, Sales Director.

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