

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. In this issue, read about the measures Axion Polymers has put in place to keep the moisture content of its products low, Axion's comment on 'green credentials' being just one aspect of a successful business and meet new staff member, Liz Morrish.

AXION TAKES STEPS TO KEEP ITS MATERIAL DRY

Moisture content can often be an issue in polymer manufacture but Axion Polymers has taken several steps to ensure that moisture levels are kept to a minimum in its award-winning product, Axpoly®. Axion guarantees that the moisture content of its recycled polymers will be less than 0.25% and typically will be less than 0.2%.

Axion has achieved these figures by modifying its multi-million pound plant to include extra drying time and by employing strict quality standards to the storage and transportation of its recycled polymers. Axion's materials are supplied in 1 tonne woven polypropylene sacks and all consignments are checked for moisture content before they leave the factory.

However, Axion 'goes the extra mile' to ensure low moisture content as Laura Winstanley, Logistics Manager, explains:

"If it is raining when the stock leaves the factory, or if the customer stores the material outside once it has been delivered, then it can be vulnerable to additional moisture content. To prevent this, we ship every order inside a durable, 70 micron plastic bag. The 2.5m-long plastic bags are placed upside down over the sacks of pellets, pulled down over the sides of the sacks and secured at the bottom."

Axion's customers are enthusiastic about the packaging of its products as the following customer comment demonstrates:

"Can I say without exception this is the tidiest well packaged delivery of reprocessed material I have seen?"

As Laura comments: "Moisture content is an important issue as it can lead to watermarks when the pellets are injection moulded or

extruded. We are using the bags at extra cost to ourselves but we think it is worth it."

In addition to its careful packaging, Axion has strict procedures for the transportation of its products. Its 1 tonne big bags are strapped to the inside of delivery vehicles and photographs are taken before the material leaves the factory, as proof of secure dispatch. As Laura notes:

"Sometimes material can shunt in transit. If a vehicle arrives without the necessary straps, then we will not load it as we cannot guarantee that the order will not be safe. This helps us to ensure that all our orders arrive in good condition. It gives us and our customers peace of mind."



One tonne bags of Axpoly, inside heavy duty plastic bags and strapped to delivery vehicle.

Axion recently completed its second external surveillance audit, required to ensure its compliance with the ISO9000 quality award status. As Roger Morton, Axion Director, comments:

"Customer satisfaction is an important part of our compliance with ISO9000 and it is through procedures such as these that we are able to ensure that our customers remain happy with both our products and our service."

GREEN IMAGE ALONE IS NOT ENOUGH FOR SUCCESS

Manufacturers must offer more than just a 'green' image alone if they are to compete and win business in today's challenging marketplace. Firms that outperform on quality, price and service, while also offering environmental excellence have the best chance of winning work and staying in business, says Keith Freegard, Axion Director.

The 'environmental marketing card' is an important part of the business mix, but cannot be used in isolation. Keith comments:

"It's one card in a strong suit of cards, rather than just being the only thing you're balancing your business on. Green credentials are an important part of a successful manufacturing business, as long as you're getting everything else right," explains Keith. "If being 'green' is part of your

overall manufacturing excellence, then it might just be the element that pushes you slightly ahead of the competition."

He adds: "For example, our Axpoly high grade polymer is a unique and environmentally-friendly product, but it competes with other polymers in the marketplace. While we stress the low carbon impact, sustainability and turning waste into new materials aspects as part of the mix, that only works long term if you can back it up with 100% consistent quality, strong pricing, reliable delivery and good business administration."

Axion's Salford plant produces some of the world's highest grade recovered polymers from waste plastics that are re-used in a variety of new products. Axion also provides a process equipment sales and design service, offering solutions to a wide range of difficult waste challenges in the plastics sector.

STAFF FOCUS: LIZ MORRISH

Senior Consultant Liz Morrish has joined Axion Consulting to manage a portfolio of projects and to develop new business opportunities for the company. Drawing on over 10 years of experience in the waste and recycling sector, Liz has considerable expertise and specialist knowledge that will enhance the growing Axion Consulting team.

Previously Liz worked for WRAP for 6 years in various project and programme management roles, including establishing a new programme of activity to develop recycling services for small to medium enterprises and commissioning and managing technical research projects. Prior to this, Liz worked in the community waste sector for five years, for a regional environmental charity and for a community based recycling business in Birmingham.

Liz is married to Alex and her spare time is taken up with family life and the activities of their two young children, Jake and Scarlett.



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