

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. In this issue, read about Axion's call for greater financial incentives to encourage companies to use recycled plastics in the manufacture of new goods, Axion Polymers collaboration with TDG to produce HDPE, Axion Polymers' customers being impressed with the quality of its products and find out how Axion Director Keith Freegard performed in his first charity triathlon.

'WEEE' WANT MORE FROM DIRECTIVE REFORMS

Axion Polymers' Director Keith Freegard is calling for a fairer system to reward manufacturers using recycled polymers from waste electricals in new products. This would also help to satisfy growing consumer demand for 'greener' goods.

Keith would like to see the inclusion of stronger financial incentives to boost the use of recycled plastics in new products to be introduced as part of the European Commission's proposals to revise the WEEE Directive. The Department for Business (BERR) has invited UK industry views on the proposals by mid-May.

"More weight and value should be given to those equipment manufacturers who can demonstrate they are using recycled plastics derived from waste electrical and electronic equipment," says Keith. "Current revisions of the WEEE Directive and UK regulations that govern it present the ideal opportunity to do this."

Keith suggests a 'credit' system whereby producers could offset every tonne of recyclate used in new goods against their obligated tonnage of old electrical items sent for recycling.

This would act as an effective driver to stimulate collection and high-quality recycling of a useful stream of materials from WEEE – helping the Directive to

deliver what was originally envisaged at its UK launch nearly two years ago.

"If producers can claim a rebate for every tonne of recycled WEEE material proved to be used in new electrical equipment, this would give added benefit and credence to the fundamental aims of the WEEE Directive," continues Keith.



"Ultimately, we are seeking to encourage the re-use of materials by people in the street. Consumers are far more aware of companies' eco-credentials in the production of new equipment, such as washing machines and electrical products. So by reducing the burden on manufacturers, we are also helping the end-users and ultimately the environment."

AXION POLYMERS AND TDG COLLABORATE ON NEW HDPE DEVELOPMENT GRADES.



HDPE 21 Natural



HDPE 12 Blue

Axion Polymers is working with TDG in Leeds to offer 2 new HDPE grades, initially in test market quantities. TDG operate a re-use centre where industrial detergent bottles and drums are returned, washed and sent for re-use. Any broken bottles or containers are shredded and washed, ready for recycling. The material is then sent to Axion Polymers where it is cleaned further, granulated down and extruded into pellet. As Laura Winstanley, Axion Polymers' Quality and Logistics Manager explains: "The material can then be sold back to the original manufacturer, providing a great example

of closed-loop recycling. The partnership with TDG works well. They know that the material will be processed to a high standard and that we can provide them with a traceable route for the HDPE."

The two grades, Axpoly HDPE 12 (Blue) and Axpoly HDPE 21 (Natural) are initially being offered as 'development' grades. As Keith Freegard, Axion Director, explains:

"It is possible that the material properties of these new HDPE grades may vary as we build our experience in recycling this material. In fact, the in-feed raw material is very reliable and so we are optimistic that the material properties will be quite consistent."

If you have a large volume of detergent bottles for processing, contact Craig Henderson at TDG, tel: 01924 420455

For further information on Axpoly HDPE grades, call the Axion Sales team or go to <http://www.axionrecycling.com/products.cfm>

AXION POLYMERS' CUSTOMERS IMPRESSED WITH QUALITY.

Axion Polymers' customers are consistently pleased with the reliable quality of its range of high-grade polymers, says Laura Winstanley, Quality and Logistics Manager at the plant. Axion prides itself on being able to offer consistent material properties across all its Axpoly® and Axplas® grades. As Laura explains:

"All our grades are manufactured from 100% post-consumer waste sourced entirely from within the UK. The quality of the products is testimony to the innovative technology and processes that we have developed to process this material. We were delighted to hear from one of our customers who re-tested key physical properties such as the melt flow index and the impact strength of all the material

in an entire order, back at their own premises, and was completely satisfied with the results."



For full details of Axion Polymers' range of products go to <http://www.axionrecycling.com/products.cfm>

FROM RECYCLING TO CHARITY CYCLING

Proving that rubber and plastics can mix, Axion's Keith Freegard donned a wetsuit, rubber swim hat and swapped polymers for pedalling when he celebrated his half-century with a first fund-raising Triathlon.

His efforts paid off and he managed to raise more than £2,650 for Leukaemia Research. Keith, who recently turned 50, braved wet and windy weather to complete the event – a 400 m swim, 20 km cycle ride and 5 km run – in one hour, 22 minutes.



Swapping plastics for rubber - Keith takes to the water.

He finished 548th out of the 945 who exerted themselves at Dorney Lake, near Eton School, where the Olympic rowing events will held in three years time.

"I got round, that's the main thing, and the hard training paid off. I feel very pleased with my achievement for a first triathlon," commented Keith. "Even so, my wife Christine came third in her Over-50s group, so I've got some catching up to do!"

Thanking all his sponsors, he added: "I'm delighted that so many people generously sponsored me, smashing my initial target of £1,000 to smithereens! Their kind donations helped to swell the total to around £15,000 raised on the day. However, if anyone would still like to donate, they can do so before August 17 on www.justgiving.com/keithfreegard."

Having discovered the benefits of his new-found fitness, Keith now plans to keep it up with a Duathlon (cycling and running) at Castle Combe in August.

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