

# theaxionnewsletter

**WELCOME** to the Axion Newsletter. In this issue, read about the launch of Recofloor, a new vinyl flooring recycling take-back scheme and the launch of Axfoil®, Axion Polymers' new 100% recycled PS sheet product plus catch up with the new Mrs. Smith!

## UK'S FIRST VINYL FLOOR RECYCLING SCHEME LIFTS OFF

Two of the country's leading flooring manufacturers, Altro and Polyflor, have launched the UK's first vinyl flooring recycling take-back scheme.

The new industry-funded Recofloor scheme will increase the recycling of waste vinyl flooring in the UK. Through the scheme, safety flooring offcuts and smooth vinyl offcuts from the installation process will be recycled back into new flooring. Uplifted, or end-of-life material, will be used in the manufacture of traffic calming products, such as traffic cone and road barrier bases.

Axion Consulting is the agent for the Recofloor scheme, which has developed from a WRAP-funded (Waste & Resources Action Programme) trial to increase the collection and recycling of vinyl flooring.

As a free-standing industry scheme, the target now is to create a sustainable, cost-effective and efficient collection system. Waste flooring is accepted from all types of sources, from individual contractors to large construction projects. Axion's role involves co-ordinating and managing Recofloor collection systems.



Registered Recofloor participants will be provided with bulk bags which can be collected from site when filled with vinyl flooring, or they can drop off waste at one of 19 designated sites across the UK. Recofloor is keen to increase the number of drop-off sites across the UK and to recruit distributors to provide a drop-off point for vinyl flooring waste.

Recofloor Project Manager Jane Gardner, of Axion Consulting, said both manufacturers have invested a lot of time and cost into developing internal recycling processes for vinyl flooring and they feel the time is right to set up an industry collection scheme.

"We are very pleased that Altro and Polyflor, as founder

members of Recofloor, have made this huge commitment to the sustainability of vinyl flooring. It is a major achievement and an important step for the industry," she says.

"Increasingly customers are keen to see their end-of-life flooring recycled. Recofloor participants benefit from compliance with Site Waste Management legislation and receive a 'certificate of commitment' to recycling. Providing their 'green' credentials can help them gain new contracts," adds Jane.



According to Polyflor, its products have on average 25% recycled content. "This is great considering the vast number of ranges available and the volumes which are produced," says Environmental Market Manager Sonia Baker. "In 2008, Polyflor manufactured and sold around 20 million square metres of vinyl flooring, with 12,005 tonnes of post industrial waste and 736 tonnes of post consumer waste being recycled back into new product. Through Recofloor, we are aiming to increase the amount of post consumer waste that is recycled back into our flooring, across all ranges."

Richard Kahn, Chief Executive of Altro, comments: "At Altro, responsibility is at the heart of everything we do. We constantly look at ways to reduce our environmental impact in both production processes and how the organisation is run. Thanks to the installation of the world's first in-house safety flooring recycling system we have not sent any waste PVC to landfill since mid 2007, and now recycle 100% of our factory waste PVC."

"The Recofloor scheme is the latest breakthrough in our recycling programme. Not only will this allow us to increase the amount of recycled content in our safety flooring products, it will also reduce the amount of waste sent to landfill, lower operating costs and offer contractors a tangible competitive advantage when tendering for projects."

For more information, contact Axion 's Recofloor team on +44 161 355 7618

## NEW ECO-FRIENDLY AXFOIL SHEET FROM AXION

Axion Polymers has launched Axfoil® - its first new 100% recycled extruded sheet product to meet the demand for a quality and sustainable alternative that offers huge CO2 impact savings.

Available in varying widths and thicknesses to suit customer requirements, Axfoil is manufactured to the same ISO 9000 quality-controlled standards as proven Axpoly recycled polymers. The product is being launched as a black polystyrene sheet, but Axion expects to add further polymer types and colours in response to customer requirements over the coming months.



Axfoil is also a genuine 'green' plastic product. When made in polystyrene material recovered from WEEE plastic waste, it requires 93% less CO2 in its manufacture compared to virgin polymer. It can also be made from PP plastic.

Ideal for a variety of thermo-forming or sheet conversion applications, Axfoil is supplied in reels up to 950mm wide, up to 2 mm thick and in various colours. As a ROHS-compliant and REACH-ready product, it comes with full specification data sheets and has undergone stringent quality testing. Potential uses range from horticultural pots to in-store POS displays and collation trays that can eventually be recycled again.

Axfoil's introduction marks an important market extension for Axion Polymers, as Director Keith Freegard explains: "A lot of thermoformed products go into markets where environmental awareness among the end-users is very high, such as cosmetic and horticultural products. The introduction of Axfoil sheet takes the values and benefits of our recycled polymer range one step closer to the end-user, where sustainability is increasingly becoming a key deciding factor at the point of purchase."

Keith adds: "Additionally, we can thermoform samples of moulded items in our laboratory, so clients can have a 'preview' of how their product will look in a fully recycled sheet that is 100% suitable for their manufacturing purposes."

For more information, contact Axion Polymers on 0161 737 6124 or download the Product Specification Sheet at <http://www.axionrecycling.com/products.cfm>

## LAURA'S 'PERFECT DAY'

Congratulations to Axion Polymers' Laura Winstanley and her partner Brian who were recently married in a stylish ceremony attended by dozens of guests including Axion colleagues. Laura looked dazzling in a beautiful ivory gown and it was smiles all round as the whole party enjoyed the celebrations, dancing and partying into the wee small hours.

Laura is now back to work after a fabulous honeymoon in Las Vegas and California and is settling into life as Mrs Laura Smith. Everyone at Axion would like to extend their best wishes to the couple.

Laura's new email address is [lsmith@axionpolymers.com](mailto:lsmith@axionpolymers.com)



Laura & Bryan



Axion Directors rocking with their air guitars!

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