

RECOVINYL Update 2

WELCOME to the Recovynyl Update with the latest news on Recovynyl tonnages for 2011, a full list of the Recovynyl Plus recyclers and RecoFloor - the vinyl flooring take-back scheme that has developed through Recovynyl.

RECOVINYL SET TO RECYCLE OVER 50,000 TONNES OF UK PVC IN 2011

PVC recycling in the UK continues to move in the right direction with more than 50,000 tonnes of material expected to be recycled by the end of 2011, according to Recovynyl.

Jane Gardner, of Axion Consulting, Recovynyl's UK agents, said the PVC industry's recycling initiative is set to beat the 49,343 tonnes of post-consumer PVC recycled last year in the UK through its 26 specialist recyclers.

Speaking at a recent British Plastics Federation (BPF) recycling seminar, Jane said that Recovynyl is now positioned strongly to build on its Vinyl 2010 achievements and co-ordinate delivery of fresh targets to 2020 under the new Vinyl Plus voluntary commitment.

These targets include 800,000 tonnes to be re-used in all European countries by 2020 - with 700,000 tonnes mechanically recycled and the rest using new technologies for more difficult-to-recycle or

contaminated PVC.

"While these targets are ambitious, Recovynyl has demonstrated proven success under Vinyl 2010; particularly in the UK which, as a star performer, has contributed to 20% of overall EU PVC recycling so far," commented Jane.



Last year, 254,000 tonnes of PVC was recycled in Europe through Recovynyl - easily beating its original 200,000 tonnes target by 2010.

Moving forward, Jane explained there would be a shift towards a 'pull' market involving both the existing recycling network and converters, who will be encouraged to increase the use of recyclate in their products. This is already happening with recycled PVC-U being used in new window

profiles, reinforcements and fascia products. There will also be greater focus on the quality of recyclate produced and a move towards a certification process.

Jane concluded: "Although a new programme for Recovynyl to deliver these targets is still being finalised, the PVC industry continues to work with the value chain to achieve sustainability.

"Recovynyl has been a tremendous boost for the PVC industry in promoting the sustainability of PVC-U, which can be recycled many times without losing performance. Encouraging more companies to recycle, rather than landfill, their PVC waste has great economic and environmental benefits."

RECOVINYL PLUS

Following the announcement of Vinyl Plus - the new extension of the Vinyl 2010 sustainability commitment of the PVC sector - Recovynyl has commissioned a new logo.

The new, modern design includes the word 'plus' to signify the connection with the Vinyl Plus programme.



RECOVINYL PLUS RECYCLERS

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Vinyl Powders, Chinley

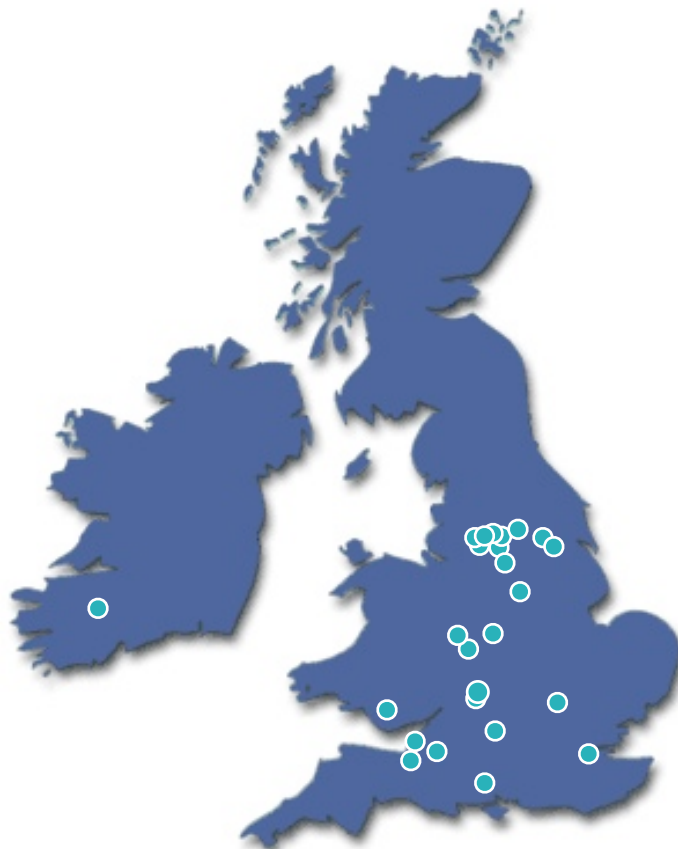
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UKBF Group, Kidderminster

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Tel: +44 1299 872788

contact: Kelvin Hughes
email: kelvin@ukbf.co.uk

Recyclers accepting flooring only:

Altro Ltd, Letchworth

Works Road, Letchworth Garden City, Herts. SG6 1NW
tel: +44 1462 489252

contact: Tracey Perry
email: tper@altro.com

Polyflor, Manchester

PO Box 3, Raddiffe New Road, Whitefield, Manchester M45 7NR
tel: +44 161 767 1185

contact: John Whitesmith
email: jwhitesmith@polyflor.com

Recyclers accepting cable & flooring only:

JSP Ltd, Witney

Worsham Mill, Minster Lovell, Witney, Oxon. OX29 0TA
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contact: Chris Bowerman
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Melba - Swintex Ltd, Lancashire

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RECOFLOOR VINYL FLOORING TAKE BACK SCHEME

Recofloor is a UK wide vinyl flooring take back scheme, set up to recycle vinyl flooring material and divert it from landfill.

Until the launch of the scheme, it was widely accepted that vinyl flooring material was impossible to either collect or recycle efficiently due to small volumes that are spread over a wide geographical area.

Drawing on the Recovinyl model, two leading flooring manufacturers, Altro and Polyflor, worked together to set up a scheme that would enable

them to recover clean material that could be used in a closed loop system and re-used in new products - and at the same time contribute to the sustainability of vinyl.



Over 50 flooring distributors have joined Recofloor and more than 350 collectors have been recruited. The scheme has established 275 collection sites and 66 drop-off sites to date.

Since the scheme's inception in 2009, over 670 tonnes of material have been collected under the Recofloor scheme with 307 tonnes being collected between January 2011 and October 2011 - that's enough to cover 14 football pitches!

For further information, visit www.recofloor.org

BPF PVC PROMOTIONAL POSTERS

The BPF Vinyls Group has produced a series of posters aimed at highlighting the beneficial role that PVC can play in modern life. The posters use various themes to illustrate the benefits of PVC products and have been designed for use in a variety of formats such as flyers, pull-ups, posters and on the side of vehicles.

There are 12 posters to choose from and the BPF would like companies to use them to play a part in spreading the message.

Downloads of the posters, designed as part of the BPF's 'Modern Life with PVC Plastics' campaign can be requested [here](#)



Six of the twelve posters available

CONTACTS

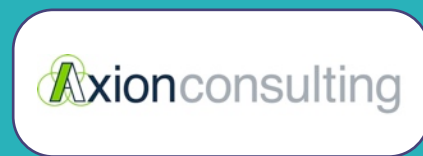
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