

RECOVINYL

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UK

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WELCOME to the latest issue of the Recovynyl newsletter. Find out about the BPF's new campaign to present the benefits of PVC to specifiers and read about MK Electric, a company using PVC recycle to manufacture cable management products.

Recovynyl promoted in new PVC information campaign

The British Plastics Federation (BPF) Vinyls and Windows groups are launching a new UK-wide PVC information campaign, aimed at presenting the benefits of PVC. The campaign will target Local Authority and Housing Association specifiers and construction companies in a bid to inform them of the benefits of using PVC in construction.

The campaign will be launched at Arsenal's Emirates stadium in London on the 21st of June, to be followed by a further four free seminars to be held in Edinburgh, Leeds, Manchester and Birmingham. BPF PVC spokesman Thom Lant explains:

"this will be a high profile campaign across the UK aimed at supporting our members involved with PVC. There is so much misinformation on PVC that specifiers find it difficult to know what the facts are about this excellent material, and we want to give them the facts from a scientific and third party point of view"

Following on from last year's 'PVC-U The Clear Choice for Windows' promotion, the 2007 campaign will focus on additional products such as flooring, pipes and cladding. Thom Lant comments:

"the seminar we held in 2006 proved to be very popular and the feedback attendees gave us was a fantastic opportunity to find out the questions they had about PVC and address them"

Axion's Commercial Director Roger Morton will be presenting the Recovynyl scheme at the seminars, using it as an example of the sustainability of PVC and reporting Recovynyl's success in encouraging and promoting PVC recycling. As Thom Lant comments:

"The BPF members support and work towards constantly improving as an industry. Such achievements as recycling over 14,000 tonnes of post consumer PVC are tangible testaments to their hard work and determination".

To find out more about the campaign, e-mail Thom Lant: tlant@bpf.co.uk

MK Electric - manufacturing with recycled PVC

MK Electric, a leading supplier of cable management products, is using PVC recyclate in the manufacture of its products. The company uses 100% recycled extruded lengths of PVC in the production process, enabling it to claim it can supply the 'greenest' products on the market. Overall, over 90% of MK Electric's Cable Management range is made from recycled material.

Supplied by a Recovynl recycler, the PVC recyclate used in MK Electric's manufacturing process is sourced largely from the PVC window frames and doors industry. The waste PVC is sorted into dedicated containers by window companies across the UK and Ireland, ready for collection by PVC Group. The PVC is processed to remove all contaminants and ground into a high quality blended powder for re-use. Joanne Makin, Director of PVC Group, comments:

"As market leaders, MK Electric require very high grade material to manufacture their products. We have been doing business with MK Electric for 20 years and we are committed to supplying them with a quality of recyclate that is second to none."

Using PVC recyclate supports the MK Electric's own sustainability policy by diverting over 12,000 tonnes of PVC per year from landfill and by saving natural resources and reducing the energy costs involved in the production of new material.

MK Electric has developed products from recycled material to the same exacting quality standards as those produced from virgin polymers, manufactured to ISO 9001:2000 certification and guaranteed for 10 years. With the commitment from the UK construction industry to improve sustainability across the whole sector, sourcing products like MK Electric's can make a significant contribution by providing

environmentally friendly solutions in the cable management sector.

Managing director, Mike Southgate, says:

"We are seeing a marked change in emphasis as far as sustainability goes. Initiatives such as the Code for Sustainable Homes, the 2012 Olympic Construction Commitments and the Government's Waste and Resources Action Programme (WRAP) have put sustainability to the top of the agenda for the construction sector."

He continues: "Our cable management products demonstrate that we have taken the issue seriously for some time now. Manufacturers have a responsibility to make more efficient use of materials."

With sites based throughout the UK, Ireland and the rest of the world, the company has been in business for over 80 years. In 2005 the MK Factory at Southend enjoyed recognition by the Cranfield School of Management Best

Factory Awards, winning in three categories - Best Electronics and Electrical Plant Award, Best Factory Award and Best Factory East of England.

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