

theaxionnewsletter

WELCOME to the Axion Newsletter. In this issue read about Axion Polymers' new Green Product Design Competition, Keith Freegard's call for stronger links between Chinese and UK reprocessors, Axion Polymers' new Facebook page and Axion employee Vincent O'Hora's Silver medal in the European Karate Championships.

AXION LAUNCHES GREEN PRODUCT DESIGN COMPETITION

To mark the launch of its new 100% recycled polystyrene sheet product – Axfoil® - Axion Polymers has launched a design competition with a £500 cash prize to find the best innovative and sustainable product design using its sheet or Axpoly® compound.

In the first competition of its kind organised by Axion, the winner will also have the opportunity to work with Axion Polymers on developing and taking their successful design to market.

Axion is seeking designs for a novel household product with mass market appeal that could be manufactured from its Axfoil or Axpoly products, which are derived from 100% recycled refrigerator plastic, TV casings or post-consumer electronic games consoles.

Entries must be submitted by January 8th 2010.

Ideas could be completely unique or based on improving an existing product on the market, but the crucial element is that they embody the 'green' credentials and environmental profile of the material.

"Environmental impact, sustainability and potential for energy-savings are key considerations and of increasing importance for designers," comments Axion director Keith Freegard. "Legislation, such as the European Eco-Design Directive 2005/32/EC aimed at the environmentally-friendly design of energy-using products, and its recent extension to include items with an indirect impact on energy use, such as windows,

construction and water-using products, requires designers to consider these issues."

He continues: "A product made from 100% recycled plastic, such as Axpoly®, that can be recycled at the end of its useful life, will have an immediate environmental advantage; saving 90% of CO² emissions in its initial manufacture and reducing carbon impact over the product's lifecycle. It's an exciting and progressive concept!"

Keith adds: "Axfoil is a new product, so we are fascinated to see what can be made from it.

Our customers use Axpoly grades to make products as diverse as horticultural pots, office letter trays, parts for domestic electrical goods and even camera parts. With that in mind, we're looking forward to receiving some really imaginative product ideas."

Download the Competition Design Brief from the Axion website:

<http://www.axionrecycling.com/news.cfm>



Chair made using Axpoly material recycled from electronic games console casings.

EASTERN LINKS HOLD RECYCLING PROMISE

Strengthening bonds between UK and Chinese plastics reprocessors will ultimately benefit both the environment and all partners in the manufacturing supply chain. That's the message Axion Polymers director Keith Freegard will deliver at the 4th annual China Plastics Recycling Exhibition and Conference next month.

"Given that around 70 to 80% of the UK's plastics which are collected for recycling are actually exported, then developing stronger trading partnerships is key if we are to improve both the quality and the proportion of recovered materials used in new goods, many of which are manufactured in Asia," says Keith, who will address up to 400 delegates at Hang Zhou in November.

"Huge amounts of agricultural and industrial films, post-

consumer and WEEE plastics are exported to China because sufficient recycling capacity does not exist here in the UK to recover these materials economically. Focusing on partnership processing of tradable materials with our Chinese colleagues has to be the best way forward in terms of reducing environmental impact and increasing global levels of material recovery. This, I believe, is what fits best with our world-wide manufacturing markets."

Keith, who was invited to talk via the British Plastics Federation, will update members of the Chinese Plastics Recycling Association on the main sectors in the UK plastics recycling market and expected future trends. His speech will also focus on how Axion Polymers can work with foreign processors to produce quality recycled polymers that can be used locally in high-grade applications by international branded-goods producers.

AXION POLYMERS JOINS FACEBOOK

Axion Polymers now has a page on Facebook. The new page will be used immediately to help to promote the company's new Green Product Design Competition. As Axion Director Roger Morton comments: "We are looking for new and innovative ways to reach as wide an audience as possible with Axion's Green Product Design competition. We are aiming to reach design and student design



communities and think social networking sites such as Facebook may be a useful way in which to promote it."

Visit Axion Polymers' Facebook page by searching for Axion Polymers on Facebook or by following the link at:

<http://www.axionrecycling.com/polymers.cfm>

Become a fan of Axion Polymers today!

AXION'S VINCENT O'HORA IS A EUROPEAN CHAMPION!

Axion has a European Karate Champion in its team – Chemical Engineer Vincent O'Hora. Competing at last month's European International Open Karate Championships held in Dublin, Vincent won a fantastic Silver medal on behalf of his home country, Ireland.

Vincent began learning karate at the age of 5 and over the last 20 years has risen through the grades to become a black belt 3rd Dan. At 16 years of age, the youngest possible qualifying age, Vincent was invited to join the Irish National squad and has been fighting on behalf of Ireland ever since. He is now Senior Team Captain and competes regularly at international level.

Vincent describes his training regime: "I train in Sale, Greater Manchester, most days. I train actual karate 4/5 days a week and do fitness training and weights etc. On Saturday and Sunday mornings I go swimming early then go to karate. I do around 20+ hours a week training." As Vincent explains, his training schedule involves a considerable amount of travel too: "I have been in Dublin 6 times in the last 9 weeks! In order to stay on the squad I have to train over there. I was recently in Estonia on an International training camp. We go to 7 day training camps with other countries and I will usually do 3 of these a year."

Vincent is currently setting his sights on the 2010 European Championships to be held in Greece next

May. This event will form part of his preparation for the World Championships to be held in Serbia next October. To secure a place on a national squad, competitors have to beat everyone in their own weight division. Only one person is selected to fight in each weight category, with the total squad consisting of just 5 people.



Vincent O'Hora in action (left)

Vincent will be fighting in the Irish Championships later this month and everyone at Axion wishes him the best of luck. As he has been Irish National Champion for the past 8 years, we're all confident he can do it!

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