

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. This issue includes articles about Axion Polymers' search for potential new Chinese and Asian partners, and the enormous success of the UK's PVC recycling scheme, Recovynl, in improving recovery and re-use of post-consumer PVC.

AXION POLYMERS SEEKS PARTNERS IN ASIA

Axion Polymers is planning to expand its business interests in Asia by setting up partnerships with selected Chinese and Asian reproprocessors.

Rising interest in the use of more sustainable materials by plastic goods manufacturers in the East is reflecting that shown by Axion Polymers' European customers making items such as components for household appliance and electrical goods.

Axion Polymers has already started work with a Chinese processor in Cixi and is now looking for several more potential partners that can meet its polymer quality specifications.

"This processor was already successfully blending polystyrenes and ABS with virgin material to produce quality recycled polymers that are used locally in high-grade applications by international branded-goods producers," explains Axion Director Keith Freegard.

Keith was speaking at the recent China Replas 2009, a major plastic recycling exhibition and conference in Hang Zhou, China. As one of only a few European firms exhibiting at the event, Axion's participation was welcomed by the organisers who say they're looking forward to developing more international plastics recycling trading partnerships: "We see this as a very positive start and are happy to provide the necessary support to help Axion Polymers establish new business in China. We wish them success for the future," says Jason Wang, Vice Secretary General of PRC-CPPIA.

Keith says: "As a result of very strong interest experienced at this show, we are actively pursuing partnerships with similar companies whom we could supply with raw materials from our existing European sources."

High specification recycled polymers are key to supplying this market, given greater prominence of sustainability issues coupled with stronger consumer demand for eco-friendly appliances, he points out.

"I think there's little point in being a 'me-too' exporter of plastics as the margins are too small and there's nothing new to this idea. Bringing value to the partnership with recycled material meeting the same high quality UK specifications and sharing the benefits is what really counts," he observes. "Our aim is to continue selling in Europe, but with a fresh focus on the Asian sector where we see real potential for growth."



L to R: Axion's Chinese Manager Richard Chen, Nick Zheung from CIXI Group & Keith Freegard at China Replas 2009

Keith adds: "Some 70% to 80% of the UK's plastics which are collected for recycling are actually exported, so developing stronger trading partnerships is vital 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.

"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."

MORE END-OF-LIFE PVC IS RECYCLED, SAYS RECOVINYL

More end-of-life PVC waste is being recycled than ever before under Recovynyl, the PVC industry's recycling initiative.

Figures for the first nine months of 2009 show that just over 20% more Grade B or end-of-life material, mainly PVC-U window and door frames that have been removed from properties, was recycled compared to the same period in 2008. In the first nine months of 2009, 9,212 tonnes were collected for recycling, compared to 7,610 for the same period to end of September 2008.

It is the first time that UK recycling volumes for end of life PVC have overtaken that for other types of PVC waste, such as PVC offcuts, mis-measured windows and cable waste, since statistics began being compiled by UK agent Axion Consulting in 2005.

Describing this as a 'considerable achievement', Axion Director Roger Morton, says the figures show that Recovynyl is achieving its original aims to develop markets for post-consumer PVC recyclate in the UK and to promote collection, recycling and re-use of this sustainable material.

"There is definitely an upward trend for end of life PVC recycling as these figures show and we are very pleased that there are more recyclers specialising in this type of waste," comments Roger.

"It is a considerable achievement and Recovynyl has clearly succeeded in achieving what it set out to do – to promote the recycling and re-use of PVC in new products. Encouraging more companies to recycle, rather than landfill, their PVC waste has great economic and environmental benefits."

In financial terms, recycling helps window companies to make savings. Landfilling waste PVC-U currently costs between £40 and £100 per tonne. Landfill tax is rising by £8 a year to 2013 and already stands at £40 per tonne. The tax will rise to £48 for each tonne of waste sent to landfill from 1 April 2010 then climb to

£56 in 2011, £64 in 2012 and £72 in 2013. That is on top of disposal costs charged by the waste companies.

Roger says volumes of post-consumer PVC waste being recycled have held up well, despite the difficult economic climate and lower levels of activity in the construction sector. "Refurbishment is still happening as evidenced by the increased amount of end-of-life PVC waste arising from the removal of previously-installed PVC products, such as window and door frames," says Roger.

His comments are echoed by Ian Murray, MD of Manchester-based Recovynyl-accredited PVC Recycling Ltd, which specialises in re-processing post-consumer PVC frames. Recycled material is used in diverse new applications, from PVC windows and soffits to equestrian fencing.

"Recession or not, we've been seeing frames coming in, so companies are fitting new ones – and recycling those coming out," says Ian. "In fact, October was one of our best months as we recycled 364 tonnes."

In a report by Vinyl 2010 earlier this year the UK achieved second place out of 15 countries in a European table for recycling PVC post-consumer waste, mainly from the building and construction sectors. The UK contributed more than 21% to the European total of nearly 200,000 tonnes (194,950t) by recycling nearly 43,000 tonnes (42,730t) of post-consumer PVC in 2008. In 2007 42,162 tonnes of post-consumer PVC from the UK was recycled.

For more information about Recovynyl, click [here](#) to download the brochure

or

call the Recovynyl Hotline:
+44 161 355 7618



CONTACTS:

Axion Consulting
Tudor House, Meadway,
Bramhall, SK7 2DG. UK

Tel + 44 161 426 7731
Fax + 44 161 426 7732

info@axionconsulting.co.uk
www.axionconsulting.co.uk



Axion Polymers
Langley Road South,
Salford, M6 6HQ, UK

Tel +44 161 737 6124
Fax +44 161 925 9761

info@axionpolymers.com
www.axionpolymers.com

Registered office address:
89, Woodford Road,
Stockport. SK7 1JR
Company Registration
Number: 04322117

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