

# theaxionnewsletter

**WELCOME** to the latest edition of the Axion Newsletter. Read about the newly created divisions within the Axion Group and its Axion Engineering division seeking bid partners. Also in this issue, Axion Polymers announces its design competition winner and its ability to supply PS sheet product Axfoil, in colours.

## AXION'S FOUR DIVISIONS REFLECT RECYCLING GROWTH AND EXPERTISE

Axion Group has created four divisions - Axion Polymers, Axion Energy, Axion Engineering and Axion Consulting - to reflect the scope of its expertise in recycled plastics, energy from waste, plant design and build, and recycling and processing consultancy.

Director Roger Morton says the creation of the two newest divisions - Axion Energy and Axion Engineering - are the result of rising demand from clients to commercialise novel technologies to convert waste biomass into biofuels. Axion Energy is managing the Carbon Trust's Pyrolysis Challenge aimed at producing a better quality and potentially low-cost transport fuel.

Additionally, the Engineering and Consulting teams offer specialist advice and services, backed with proven experience, on recycling plant and design and process engineering.

See Axion's new look website for further details:  
[www.axionrecycling.com](http://www.axionrecycling.com)

## AXION SEEKS PARTNER FOR SCOTTISH BID

Axion Engineering is now looking to work with a partner on a bid following the Scottish Government's recent announcement of a £5 million capital grant programme to develop plastics reprocessing infrastructure in Scotland.

The Zero Waste Scotland initiative aims to divert a minimum of 20,000 additional tonnes of plastic waste from landfill each year. Currently only 15,000 tonnes of Scotland's annual 200,000 tonnes of household plastic waste is collected for recycling.

"This scheme offers exciting potential to recover far more plastic waste for re-use in new products and to reduce the environmental impact and cost of its disposal," comments Director Roger Morton. "Given our considerable experience in this sector and success with solutions for mixed waste plastics, we are very interested in partnering with – or advising - companies who want to pursue this valuable opportunity."

Contact Roger to discuss this opportunity:  
Tel: 0161 426 7731

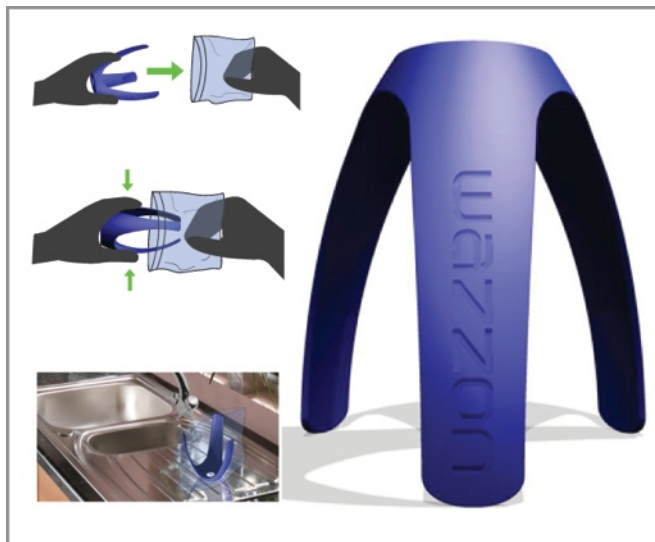
## COMPETITION WINNER ANNOUNCED - 'WAZZON'

The winner of the Axion Polymers Green Product Design Competition is Gary Poolman with his design 'Wazzon'. This innovative gadget enables swift and efficient drying of sandwich bags, allowing them to be washed and re-used. The Wazzon can also be used to dry other types of bags and items such as rubber gloves.

Keith Freegard, Director, comments: "This is the first time we have run a design competition and we wanted designers to engage with our recycled materials and to respond to Axpoly's environmental profile." Keith is pleased with the response: "Some really exciting, novel designs were entered with designers responding well to the brief. We had over 20 entries from as far afield as California and Columbia!"

"Designs included collection and sorting of recyclables and several for furniture. We were also pleased to see some innovative improvements to existing products," comments Keith. "Generally the entries were well presented; most had thought quite hard about the brief and contacted our polymer technologist Chris Newman, prior to submitting, for advice on manufacturing and tooling costs."

"The winning entry impressed the judges as an



innovative 'green' idea with the capacity to alter people's behaviour. Gary's design was very well presented and he had clearly thought about the whole concept, including using minimal, recycled packaging" says Keith.

Picked from a shortlist of 5 by a panel of external judges including..

...Continued

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## COMPETITION WINNER ANNOUNCED ...Continued

Claire Curtis-Thomas, MP for Crosby and Member of the Associate Parliamentary Group for Design and Innovation; Martin Charter, Director for the Centre of Sustainable Design, University College of the Arts (UCA), Roy Miller, Social Responsibility Advisor at B&Q and Bob Shaw, experienced industrial designer; Gary Poolman will be presented with his £500 cash prize, together with an opportunity to work with Axion Polymers to take his product to market, at the Envirolink event 'Why recycled materials make good business

sense' to be held on 16th March at Haydock Park Racecourse.

Claire Curtis-Thomas comments:

"I'm delighted to be involved in a competition which showcases the best of this country's design talent. In the twenty-first century, young designers have to face the challenge of making innovative products which are both attractive and responsibly made. The winning product will show that this is possible and help bring that message of low carbon design to a huge audience."

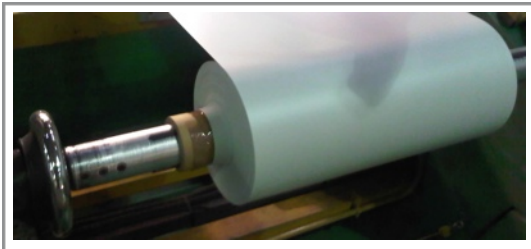
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## AXFOIL SHEET COLOURS OPEN UP NEW MARKETS FOR AXION

White, green or any colour in between, Axion Polymers can now supply Axfoil® 100% recycled extruded sheet product in new shades to suit any customer or market requirements – particularly thermo-forming or sheet conversion applications.

Novel packaging items, office products such as folders or document holders, and even business or credit cards are among the versatile potential uses for the quality polymer derived from recycled fridge plastic.

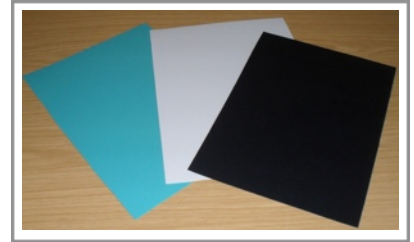
"Our new capability for increasing the purity and colour quality of our PS01 Axpoly grade is fantastic news and opens up exciting potential new markets for us," explains Axion Director, Keith Freegard. "It heralds a



new era in plastics' sustainability.

"Using this whiter base layer material for the sheet, we can colour-match to specific Pantone and RAL shades to produce the individual depth and type of colour that customers want. So we can supply the precise options, and even an anti-static surface if required."

Available in reels to varying widths and thicknesses, Axfoil is manufactured to the same ISO 9000 quality-controlled standards as other Axpoly recycled grades. Originally launched as a black polystyrene sheet for a range of uses from horticultural pots to in-store POS displays, Axfoil is a quality and sustainable alternative that offers huge CO2 impact savings.



When made in polystyrene material recovered from WEEE plastic waste, 90% less CO2 is used in manufacture compared to virgin polymer. It can also be made from PP plastic. ROHS-compliant and REACH-ready, it undergoes stringent quality testing and is supplied with full specification data sheets.

Widening Axfoil's appeal to fresh market sectors raises plastic's 'green' credentials in new products, as Keith adds: "Sustainability is increasingly a key deciding factor at the point of purchase for end-users, especially in markets where environmental awareness is already very high."

"Offering colours takes the values and benefits of our high-quality recycled polymer range to new thermoformed product sectors, such as business, financial and point-of-sale display items."

For further information, contact Keith, Laura or Edyta  
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