

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. This issue includes items about Axion and 360 Environmental's new MRF 'health check' service, the increasing need to examine your company's or product's carbon footprint, and technologies for new waste streams.

AXION AND 360 ENVIRONMENTAL LAUNCH MRF HEALTH CHECKS

Axion Consulting and independent waste management experts 360 Environmental have launched a unique 'Health Check' service to help Material Recovery Facilities managers get the best from their waste sorting operations.

Thought to be the first of its kind in the waste sector, the concept was developed after positive delegate feedback from Axion's highly successful MRF optimisation event in May. This seminar and exhibition highlighted practical issues, including a need for in-depth operational analysis and specialist guidance aimed at improving the running of a MRF and its profitability.



Conducted by senior waste management professionals, the MRF Health Check Service is a fast, low-cost package enabling MRF owners and managers to identify opportunities to optimise performance and increase profits.

During a two-day visit, various areas of a MRF business are assessed and evaluated to identify any problems and opportunities for improvements. Key aspects examined range from management and performance objectives to systems, strategy and staffing.

Axion Director Keith Freegard says their joint approach combines Axion's recycling, resource recovery and engineering expertise with 360 Environmental's operational, regulatory and legislative compliance skills to deliver fully comprehensive assessments and implementation proposals.

"We believe there is an unmet need in this marketplace for the appliance of good process engineering science to gauge a MRF's performance and suggest areas of improvement," explains Keith.

"Given the significant levels of investment in sophisticated equipment at many UK MRFs, it makes sense to ensure that they are operating as efficiently as possible to achieve the best market value for recovered materials and therefore maximise profitability. By aiming to improve the 'health' of these facilities, you could call us the MRF Doctors!" he adds.

360 Director Vicki Cooper comments: "Operators sometimes find it difficult to stand back and objectively assess their processes. Our experience shows that there are often significant profit optimisation opportunities."

Call the MRF team if you would like further information or to book a site visit: 0161 426 7731 Or download the [MRF Health Check brochure](#)

PRESSURE GROWS ON FMCG FIRMS FOR CARBON REDUCTION

Climate change and the need to reduce the amount of harmful emissions are issues that affect us all. In 2008, the UK Government made a commitment to reduce 80% of greenhouse gas (GHG) emissions on 1990 levels by 2050. Various initiatives, such as the Carbon Reduction Commitment and Climate Change Agreements, have been introduced to hit this target, with more likely to follow. Allied to more stringent legislation and the prospect of mandatory emissions reporting, rising numbers of 'eco-conscious' consumers voting with their wallets will inevitably force firms down the 'low-carbon' route.

Widely-reported consumer surveys have revealed around two thirds of consumers are more likely to buy a product if they know action is being taken to reduce its carbon footprint. So firms who commit to implementing an effective carbon management programme can boost their brands and market share in the eyes of environmentally-conscious consumers.

Fuel and energy price increases are further key reasons cited by a growing number of companies across diverse manufacturing, industrial and commercial sectors that are interested in carbon footprint assessments of their products and processes.

Saving energy and reducing emissions offer other major benefits too. Carbon is the new currency; as significant carbon emissions are associated with the manufacturing, distribution and consumer use relating to the Fast Moving Consumer Goods sector, companies can potentially save thousands of pounds of year – cost-savings they can pass onto their customers and suppliers.

This is leading more firms to inquire about measuring their carbon emissions as sources of high carbon emissions invariably point to high cost and leads to understanding the opportunities for savings. Carbon footprint analyses are a means by which clients can gain a greater understanding of their supply chain and can indicate areas for improving efficiency.

In 2010, Axion became the first UK polymer producer to gain a Carbon Footprint label for our Axpoly PS13 grade polymer derived from plastic retail packaging waste. Having completed the carbon assessment process ourselves, we are passing on this expertise by offering a range of carbon calculation services to firms seeking to improve efficiency and reduce costs. We are also on target to reduce our carbon emissions by 10% in 2012 and 15% by 2015.

Our experience means we understand the processes and methodology involved to provide carbon measurement services specifically tailored to our clients' requirements. Our team can deliver an accurate and robust footprint of any product or process, from a single item or process to a multi-national corporation or complex product group.

Three levels of service are offered depending on clients' requirements. These range from a rapid 'Hotspot' carbon analysis where a calculation of carbon emissions for a product or process is carried out for an organisation's internal purposes right through to an externally-audited Carbon Footprint Label for a product or process using **Footprint Expert™** software.

As the drive towards a low carbon economy in the UK accelerates, companies that act now to measure and reduce their emissions will be well ahead in terms of efficiency savings, legislation mitigation, market differentiation and enhanced consumer reputation.

TECHNOLOGIES FOR NEW WASTE STREAMS HIGHLIGHTED AT INTERPLAS 2011

New approaches and innovative technologies for recovering the wide variety of co-mingled plastics from household and commercial waste streams were explained by Axion at Interplas 2011.

Challenges faced by materials recovery facilities (MRFs) in processing rising volumes of previously difficult-to-recycle plastic materials - ranging from rigid food packaging to automotive shredder waste - are being overcome by rapid developments in new sorting and separating equipment.

Axion Director Keith Freegard chaired the Green Room morning seminar session, which was dedicated to highlighting the best in environmentally friendly plastics

innovation. His presentation explained the legislative, technological and market drivers that are transforming the treatment of waste plastics across diverse sectors from domestic refuse to end-of-life vehicles.

"Equipment suppliers are responding rapidly to growing market needs with a range of sophisticated technologies that can handle the increasing complex waste streams arriving at MRFs, such as yogurt pots, black plastic trays and plastic films," says Keith.

He adds: "Ultimately, the quality and quantity of recyclable materials that can be recovered will be determined by better design, greater capability and implementation of the latest technology at MRFs, coupled with more stringent landfill constraints, higher recycling targets and legal enforcement. That is already starting to happen."

STAFF FOCUS: NICHOLA MUNDY

Axion would like to welcome new recruit Nichola Mundy. Nichola has joined the accounts team based in Bramhall and is responsible for accounts, administration and daily production logging for Axion Polymer's Trafford Park site.

Nichola graduated last year having completed both a combined Honours degree in History with English and a Masters degree in History, focussing on the social history of nineteenth century Manchester. As part of her Masters degree, Nichola worked on a rare diary written by a middle class lady living in Urmston, Manchester in the 1840s and 1850s. She has published a booklet on the subject titled 'The diary of Rachel Leech'. The booklet is on display in Chethams library in Manchester.

Next week Nichola is being interviewed on the subject of the diary for a documentary called 'Story of the Nation' which is in production for BBC2!



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