

# theaxionnewsletter

**WELCOME** to the latest edition of the Axion Newsletter. This issue includes Axion's predictions for the plastics recycling industry in 2012, details of a new material analysis and sampling service for MRFs and news about the next seminar and exhibition event for waste management companies and MRF operators.

## MORE PLASTICS RECYCLING A KEY 2012 FOCUS

Increasing plastic recycling tonnages will be a key focus for 2012 as the sector continues to extend pioneering work on done on PET and HDPE bottles recycling, predicts Axion Director Keith Freegard.

With UK plastic bottle recycling rates nudging 50% for drink and dairy bottles, further investment in technology and equipment to extract a wider range of materials from mixed plastic collections offers major potential for improvement.

"To get even higher bottle recycling rates, UK Plc has to find viable technologies to deal with mixed rigid plastics, films and the inevitable residuals," asserts Keith.

"Kerbside collection data points to a huge untapped source of rigid, non-bottle packaging items becoming available as local authorities offer collections of more household plastics, as well as an often-ignored, high volume of post-consumer films."

Greater emphasis on rigid post-consumer plastic packaging and films could also lead to more 'co-ordinated' approaches in overcoming challenges presented by these more difficult-to-recycle waste streams.

"Today's primary sorting Material Recovery Facilities (MRFs) and bottle-sorting Plastic Recovery Facilities (PRFs) were developed in response to PET and HDPE recycle demand" continues Keith. "Next-generation

infrastructure must be capable of extracting value from other rigid plastics and films if we are to achieve higher overall plastic packaging recycling targets."

New investments must complement continued growth in annual bottle recovery and be capacity-matched to the inevitable rise in other rigid and flexible plastics generated from existing plastic recycling infrastructure.

People are realising we need to tackle more difficult waste streams. One solution would be to build more integrated 'resource parks' where varied and mixed waste streams can be processed in complementary ways," explains Keith. "For example, residual materials from sorting co-mingled waste streams can be used as an energy source to provide local heat and power for adjacent washing and reprocessing units."

However, such novel ways of dealing with plastic and other waste streams would require fundamental changes to how Materials Recovery Facilities (MRFs) assess and handle their infeed and output waste streams.

Keith adds: "2012 will see increasing importance placed on MRF optimisation, including the use of sophisticated modelling, sampling and analysis services like those provided by Axion. Accurate and representative measurement of inputs and outputs is vital to highlight where plant control responses are needed to optimise operational efficiency, maximise profits and ultimately recover the valuable resources that would otherwise be discarded."

## AXION CONSULTING LAUNCHES NEW ANALYSIS SERVICE FOR MRFs

Axion Consulting has expanded its range of services for Materials Recovery Facilities with a new Material Analysis and Sampling Service (MASS) for mixed material streams.



MASS has been developed by Axion's process engineers to combine common-sense, practical measuring methods with the correct application of statistical formulae. The collected composition data is processed on-the-job, so exactly the right sample size can be taken to remove background variability.

This means that optimum sampling can be carried out in the minimum required time, yet still gives the customer high confidence in the validity of the results obtained.

Providing a rapid and factual analysis of mixed material streams, the MASS service can be accessed as a standalone package; or it can follow on from the more comprehensive MRF Health Check that helps managers get the best from their waste sorting operations. Axion's extensive experience over the past decade encompasses sampling and analysis techniques covering diverse waste streams, from plastic pots and trays to mixed bread, cakes and doughnuts.

"We believe many MRF operators and owners are not carrying out statistically valid sampling and analyses of their infeed and output streams,"

..... continued

## AXION CONSULTING LAUNCHES NEW ANALYSIS SERVICE FOR MRFS

..... continued

explains Keith Freegard. "As their main task is to recover valuable materials at high purity from co-mingled waste, it is essential to know exactly what they're dealing with to gauge precisely their plant's overall performance. "The composition and volumes of these complex material waste streams changes over time. That's why accurate

and representative measurement is vital to identify any necessary responses to optimise operational efficiency – and maximise profits," he adds.

Download the [MASS Material Analysis and Sampling Service brochure](#)

For further information, please call Simon Wilkinson +44 161 426 7731

## AXION'S ACCOUNTS TEAM

Axion's Accounts team now comprises five members of staff led by Management Accountant Judith Clayman. Other team members' responsibilities are:

Katrina Barratt	Payroll & salaries. Personnel inc. recruitment, training, contracts, employment law.
<b>Accounts payable:</b> Gerri Campbell	All invoice enquiries, Axion Polymers' (Salford) suppliers enquiries, orders, general accounts enquiries
<b>Accounts payable:</b> Nichola Mundy	Axion Polymers (c/o S. Norton, Trafford Park) suppliers enquiries, orders, invoice queries, sales, logistics.
<b>Accounts receivable:</b> Jane Madden	Axion Consulting invoice enquiries (inc. Carpet Recycling UK accounts), orders, suppliers enquiries, subcontractor invoices.

## NEW EVENT 'INCREASING MRF PROFITABILITY THROUGH QUALITY' 15th MAY 2012

Following Axion's successful MRF event last year 'Designing, building and operating a modern MRF', Axion is hosting a one day seminar, exhibition and networking event aimed at waste management companies and MRF operators interested in finding out more about ways to increase profitability through improvements in quality and yield of recyclable material streams.

The event 'Increasing MRF profitability through quality' will be held at Austin Court, IET, Birmingham on Tuesday 15th May 2012.

Details of the speaker programme and exhibitors will follow.

In the meantime, please keep the date free!

## STAFF FOCUS: SHELLEY MURRAY

New Project Assistant Shelley Murray has joined the Axion Consulting Collection Services team to work on Recofloor and Carpet Recycling UK. She will be organising logistics for Recofloor and supporting the marketing work connected with both schemes.

Shelley will be drawing on skills developed in her previous roles. She has worked for a vehicle logistics business, co-ordinating a team of drivers to move vehicles throughout the UK and as a project management assistant for a leading carpet manufacturer.

Shelley has a BSc in Textile Technology. She is interested in textile design and in her spare time, she enjoys dressmaking and customising clothing. Shelley is a keen walker and spends most weekends on long walks in the countryside.



## CONTACTS:

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

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

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

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

[info@axionconsulting.co.uk](mailto:info@axionconsulting.co.uk)  
[www.axionconsulting.co.uk](http://www.axionconsulting.co.uk)

[info@axionpolymers.com](mailto:info@axionpolymers.com)  
[www.axionpolymers.com](http://www.axionpolymers.com)

