

## Case Study:

Setting up a UK-wide collection scheme for post-use vinyl flooring

## Client:

Leading flooring manufacturers, Altro and Polyflor Ltd.

## Challenge:

- Manufacturers developed technology to recycle vinyl flooring material but needed a sustainable and cost effective recycling scheme to collect small volumes of material from a large geographical area
- High purity waste stream required to enable successful recycling
- Aim to remove the material from the general waste stream and avoid landfill

## Axion Solution:

- Work with Altro and Polyflor to establish a workable collection strategy
- Recruit a variety of collection sites across the UK, including drop-off points at distributors and trade waste sites
- Implement back-haul collections
- Engage the entire supply chain, from individual fitters to major contractors
- Market and publicise the scheme



## Results:

- Recofloor™ vinyl flooring take-back scheme established with over 310 collection sites and 64 drop-off sites nationwide
- More than 470 tonnes of vinyl flooring material collected to date and diverted from landfill
- Regular press releases and newsletters issued. Exhibited at several leading flooring and construction trade shows
- Winner of 'Innovative Practice in Waste Management and Resource Recovery (SME)' category at 2010 CIWM (Chartered Institution of Wastes Management) awards for environmental excellence



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