

RECOVINYL Update 1

WELCOME to the Recovinyl Update with the latest news on the Vinyl 2010 targets, new Recovinyl recyclers and a new software tool to help you calculate your product's carbon footprint.

VINYL 2010
AIMS TO
EXCEED
TARGETS



At this month's annual meeting of the ECVM (the European Council of Vinyl Manufacturers), members met to discuss the progress and future of the Vinyl 2010 initiative. Established in 2000, the voluntary commitment was set up to promote and increase vinyl recycling and set the target of recycling 200,000 tonnes of PVC per year across Europe (over and above recycling that occurs as a result of regulation such as WEEE and packaging) by 2010. The Recovinyl scheme was introduced in response to the 2010 challenge.

Attendees at the meeting were pleased to note that through Recovinyl around 186,000 tonnes of PVC were recycled in Europe in 2009 and that the 200,000 tonne target for 2010 looks set to be met and maybe even exceeded.

Jason Leadbitter, Group Sustainability Manager, Ineos Chlor Vinyls, commented on the huge success of the UK Recovinyl scheme: "What has been achieved by Recovinyl in the UK is highly credible and our contribution to the volume of PVC recycled under the scheme in Europe is second only to Germany. This is a remarkable achievement and a credit to Axion Consulting, UK agent for the Recovinyl scheme."

Jason stressed that it is important to stay focussed on the target and to continue to work to increase and promote PVC recycling: "We must give it our best effort for this year to achieve and maybe even exceed the target of 200,000 tonnes."

Following on from the 2010 targets, the ECVM is looking to continue to support and promote PVC recycling and is drawing up a follow-on commitment, Vinyl 2020.



Roger Mottram, Head of Environmental and Regulatory Affairs, INEOS Chlor and INEOS Vinyls, and ECVM council member explains:

"During this final year of the Vinyl 2010 programme the PVC industry is now considering new targets for the follow-on programme, Vinyl 2020. There are many questions to answer - for example, what new recycling target would be challenging yet achievable, and how can demand for recycled products be increased? The

industry will need to find answers to these and other questions in order to put forward a programme that will maintain the momentum of its sustainable development progress."

Roger Morton, Axion Director adds: "We are pleased that the 2010 commitment is delivering on its objectives. It is exciting that the industry is confident to develop new initiatives such as Vinyl 2020 which will address different pressures than the 2010 agreement. Now the pressure is not simply on recycling PVC. Issues such as responding to REACH and carbon impact are now higher up the agenda, pressures which face all plastics recyclers."

For further information visit the Vinyl 2010 website: <http://www.vinyl2010.org/>

RECOVINYL TO CONTINUE

While the ECVM is still working on the final details of the new Vinyl 2020 initiative, the Recovinyl team has announced that the Recovinyl scheme will remain a key element in the PVC industry's on-going strategy to increase PVC recycling and enhance its sustainability.

The structure of the scheme may eventually be modified but for now, Recovinyl will continue in its current form and will do so throughout 2011.

In the meantime, the focus for the remainder of 2010 remains reaching the 200,000 te target to ensure that the aims of the Vinyl 2010 commitment are achieved.

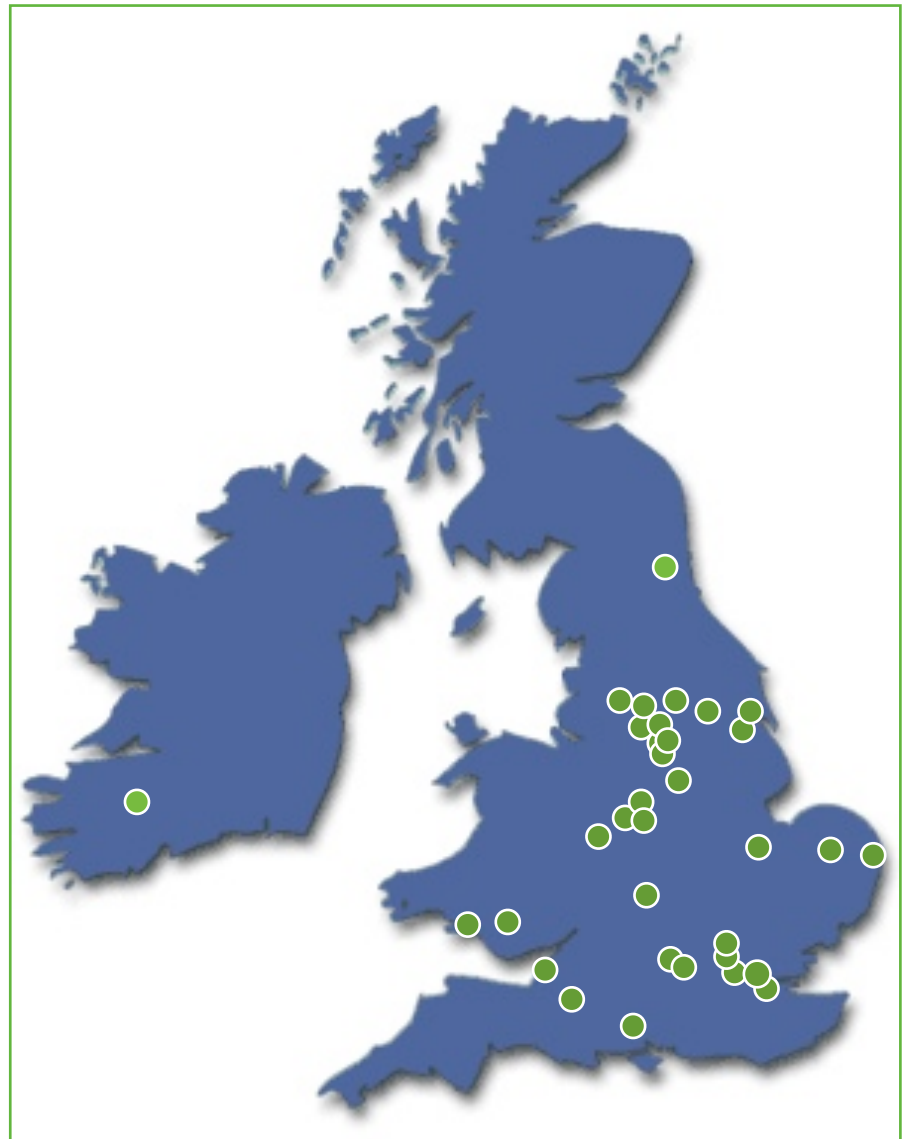
New Recovinyl Recyclers

We are pleased to welcome 3 new recyclers to the scheme:

- Versatile Flooring Co, Potters Bar, who recycle interlocking vinyl floor tiles;
- Eco Aegis, March, who recycle PVC construction waste, mainly pipes;
- Rochford Plastics, Tenbury Wells, who recycle vinyl banners.

Recovinyl Recyclers.

Anglian Windows, Norwich	01603 787000
Associated Polymer Resources, Hampshire	238 0652929
Dekura Ltd, Peterlee	0191 586 2379
Eco Aegis Services Ltd, March	01354 741725
Ecoplas, Selby	01757 282828
Granulated Material Supplies Ltd, Great Yarmouth	01493 331433
Irish Polymer Processing Ltd (IPP), Co. Cork	0035 322 43701
Latium Buidling Products, Scunthorpe	01724 400444
Merritt Plastics Ltd, Ilkeston	0115 944 7661
Moore recycling, Frome	01373 462814
Penfold Plastics, Weston-Super-Mare	01934 832711
PVC Recycling Ltd/Shredtec, Stalybridge	0161 303 1050
Rainbow, Hull	01482 616861
Recycle Plastic Ltd, West Bromwich	0121 552 8181
Recycled UK, Coseley	0845 603 2397
Retech Recycling Ltd, Halifax	01422 347552
Rochford Plastics, Tenbury Wells	01584 819 562



RPCS Rubber & Plastic Collection Service, Thatcham	01635 201888
Swish Building Products, Tamworth	01827 317200
Trafford Services Ltd, Manchester	0161 203 5650
Veka Recycling, Swanscombe	01322 387219
Vinyl Powders, Chinley	01663 750221
Vinyl Recycling Ltd, Tameside	01457 839399
V10 Polymers Ltd, Blackburn	01254 680384
WPR, Swansea	01792 323324
Wyetech Recycling, South Wales	01989 770537
UKBF Group, Kidderminster	01299 872788

Recyclers accepting cable & flooring only:

JSP Ltd, Witney	01993 824000
Melba - Swintex Ltd, Bury	0161 761 4933
Oxford Plastic Systems Ltd, Oxford	01608 678888

Recyclers accepting flooring only:

Altro, Letchworth	01462 489252
Polyflor, Manchester	0161 767 1185
The Versatile Flooring Company, Potters Bar	01707 800 060

NEW FREE SOFTWARE TO CALCULATE CARBON FOOTPRINT OF PVC PRODUCTS

If you would like to calculate the environmental impact of your products and processes, then the new CcaLC PVC sustainability tool can help you. The new software allows companies to calculate the environmental and economic sustainability of their PVC products and processes, and enables them to compare the carbon footprint of a product that can be achieved by varying formulations. Calculations are made based on data used by Plastics Europe. Available to download in Excel format, the software is free of charge and is easy to use.

CcaLC has been developed with money granted by the EPSRC (Engineering & Physical Sciences Research Council) and is the result of collaboration between Manchester University, Ineos Chlor Vinyls, Loughborough University, ECOPLAS and Polyflor. The EPSRC

granted the team, lead by Prof. Adisa Azapagic of Manchester University and Dr Noreen Thomas of Loughborough University, almost £0.5m. Some of this funding has been used to develop this software tool as part of its remit to promote sustainability networks. As the funding is public money, the software has been made available free of charge.

Axion Senior Engineer, Thomas Apelt comments: "CcaLC's built-in PVC sustainability tool allows quick and easy assessment of environmental and economic sustainability of PVC products and processes."

Jason Leadbitter, Sustainability Manager at Ineos Chlor Vinyls is impressed with the tool and explains its value: "If you wanted to make a new window frame with 20% recycled vinyl content, you can input the details into the programme and it calculates the carbon footprint of the window.

You can compare CO² production for different products and see what impact a change in your PVC formulation might achieve. In addition to this, you can calculate the 'value added' by imputing the costs of your raw materials. CcaLC will calculate the unit cost of your product for you."

CcaLC is of potential benefit for fabricators and profile manufacturers and, in addition to windows and profiles, it can be used for pipes, flooring and other applications too.

Jason adds: "This has the potential of being a powerful tool to help guide the industry to continuously reduce its carbon footprint."

To download the software, free of charge, follow the link: <http://ccalc.org.uk/>

For further information, email Prof. Adisa Azapagic: adisa.azapagic@manchester.ac.uk

RECOVINYL CASE STUDIES

Two new case studies on UK Recovynyl recyclers Dekura and PVC Recycling Ltd, demonstrate useful applications for PVC material recycled through the scheme and the sustainable nature of the product.

The Dekura Case Study focuses on the work the company has carried out to produce Epwin's completely closed-loop, 100% recycled PVC window frame. Social housing company Northwards Housing

removed 600 PVC-U windows from a tower block and the material was recycled by Dekura. Sister company Profile 22 used the vinyl recyclate to manufacture new windows and completed a trial installation in 18 properties in North Manchester.

The PVC Recycling Ltd case study highlights the work the company has done in partnering with the PAL group, a manufacturer of construction and glazing products, to produce an innovative equestrian fencing product, Fensys.

The white fencing product is used for paddocks and equestrian centres and has several benefits, including being maintenance free as it does not require painting nor repairing. Fensys will not rot or splinter and additives used to strengthen PVC for window use are retained in the product, giving it a high impact resistance.

The case studies are available to download from the Axion website: <http://www.axionrecycling.com/downloads.cfm>

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