

# RECOVINYL

news

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**Axion - Innovation in recycling**

WELCOME to the latest issue of the Recovinyl Newsletter. This edition includes articles about the BRE's new Green Guide ratings for windows, a follow-up on last month's PVCAware launch and details of how you could register for contracts arising from London 2012.

## BRE's Green Guide gives top ratings to PVC

The BRE (British Research Establishment) has published its Green Guide to Specification 2008. The Green Guide gives guidance to designers and specifiers on selecting construction materials and components with the best environmental credentials. The Guide covers all planned building categories including commercial, education, health, industrial, retail, and domestic. It also includes all planned building elemental categories of external walls, internal walls, upper floors, ground floors, roofs, landscaping, windows and thermal insulation.

The environmental impact of the materials and components are calculated across their entire life-span and each material or component is awarded a rating on a scale from A+ - the best environmental performance/least environmental impact to E - the worst environmental performance/most environmental impact.

PVC windows have been achieved top ratings in the Green Guide gaining A+ for commercial windows and A for domestic windows. Tim Marsden of the BPF comments: "We are delighted with the ratings. This is a huge step forward for the industry. PVC-U windows have an essential role to play in sustainable construction, which the Green Guide has now acknowledged."

"The British Plastics Federation (BPF) Business Groups have been very active in providing information to the BRE during its recent consultation phase and it is thanks to the continued and combined efforts of the Groups, that we are now seeing the benefits of PVC in the public arena" continues Tim.



Tim acknowledges that increases in PVC recycling, particularly through the Recovinyl scheme has helped to secure these A grades: "For the PVC industry especially, these results really go to show that the PVC industry's Voluntary Commitment, Vinyl 2010, is bearing fruit in terms of efficiency gains during manufacturing, whilst also seeing Recovinyl register significant increases in post-consumer PVC recycling, with the UK achieving over 42,100 tonnes in 2007 - leading the way within Europe."

The BRE Green Guide to Specification is available at [www.thegreenguide.org.uk](http://www.thegreenguide.org.uk)

Or call the BRE Green Guide Helpdesk +44 (0) 1923 664462

## PVCaware

This month saw the launch of a new initiative 'PVCaware.org' with a seminar held at the National Self Build and Renovation Centre near Swindon. PVCaware.org is dedicated to promoting PVC as a sustainable building material and has been set up to raise awareness that PVC is a highly recyclable material. The initiative was welcomed by the attendees at the launch event, with broad agreement that the initiative will benefit the industry as a whole.



Roger Mottram, Environmental and Regulatory Affairs Manager with Ineos Chlor Vinyls, gave the welcome address on the day. In his presentation, Roger pointed to the new BRE energy ratings for PVC windows and the new BFRC energy ratings for windows as a very positive step towards getting the message across and commented that the new 'A+' and 'A' ratings were a significant improvement on the previous 'C' ratings. In addition, Roger pointed out that the BFRC energy ratings for windows have shown that of 93 windows achieving an 'A' energy rating, 88 are PVC.

Commenting on progress that has enabled the achievement of these good ratings, Roger attributed 4 key facts:

- Evidence was obtained by the BPF to demonstrate longer average life-spans for PVCu windows.
- The industry continues to deliver improvements in the ecoprofile for producing PVC polymer
- Design improvements have contributed to enhanced thermal efficiency.
- The PVC industry has made significant strides in post-consumer window recycling.



The increase in PVC recycling as a whole has made a great contribution to improving the environmental credentials of PVC. Roger acknowledged the enormous impact that the Recovinyl initiative has had in this area, providing delegates with an overview of the scheme and how it operates in his presentation.

For further information go to [www.PVCaware.org](http://www.PVCaware.org)

## London 2012



Don't miss your opportunity to register as a contractor for the London 2012 Olympic Games. By logging on to the 'CompeteFor' website and registering your business, you will have the opportunity to bid for business opportunities arising from the Games.

CompeteFor is an on-line brokerage, set up to provide ensure all businesses have an even chance of securing contracts arising from the Games and to match contractors with appropriate business opportunities. This new resource has been selected by the London Organising Committee for the 2012 Olympic and Paralympic Games and the London Delivery Committee as a way to publicise all Games-related contract opportunities.

Registration and use of the service are free of charge.

To register, simply visit the website: [www.londonbusinessnetwork.org/info.htm](http://www.londonbusinessnetwork.org/info.htm)