

# RECOVINYL

news  
issue  
no 15

WELCOME to the latest issue of the Recovynyl newsletter. Find out about a new campaign to encourage retailers to stock products with recycled content and read about Recovynyl recycler, Dekura - a company working to reduce its environmental impact.

## Looking for a buyer for your recycled PVC products?

Recovynyl is launching a campaign aimed at major retailers and wholesalers to encourage them to stock items containing recycled PVC content. Recent commitments to sustainability by companies such as Marks and Spencer, Tesco and Sainsbury's show that priority of environmental issues is the current trend in the retailing sector. To gain a competitive edge in their market place, retailers are increasingly looking to stock environmentally friendly products.

Recovynyl is planning a series of discussions with retailers, wholesalers and small builders suppliers to promote products containing PVC recycle, opening up opportunities for any companies with such products to sell. We are looking for people who have got interesting products with recycled PVC content or creative ideas about products that could have recycled content, that could be proposed to major retailers in the UK. As Roger Morton, Axion Director, explains:

"This campaign will create a special route into buyers at these companies by direct contact with their corporate social responsibility managers, avoiding the need to pitch products in the traditional way to buyers."

If you know of anyone producing items with recycled PVC content or that could be made using recycled PVC content, we would like to hear from you. We are particularly interested in items that could be sold into the UK Construction industry and the DIY



sector. People selling pipe, conduit, ducting, flooring, conservatories, concrete replacement products such as paving stones, kerb stones and garden edging blocks could benefit from this.

As awareness of sustainability and environmental issues is growing, products with recycled content are attracting increasing interest and our initial research indicates that retailers are looking to stock such items.

If you want to take advantage of this opportunity, contact:  
Roger Morton tel: +44 (0)161 426 7731  
email: [rmorton@axionrecycling.co.uk](mailto:rmorton@axionrecycling.co.uk)

## Contacts

UK

Recovynyl  
Agent:



Axion Recycling Ltd

Errwood House  
212 Moss Lane  
Bramhall SK7 1BD

Tel +44 (0) 161 426 7731  
Fax +44 (0) 161 426 7732  
Recovynyl  
Hotline +44 (0) 161 355 7618  
email [info@axionrecycling.com](mailto:info@axionrecycling.com)

Registered office address:  
89, Woodford Road, Stockport. SK7 1JR  
Company Registration Number: 04322117

Recovynyl Head Office

Avenue de Cortenbergh 66  
1000 Brussels  
Belgium

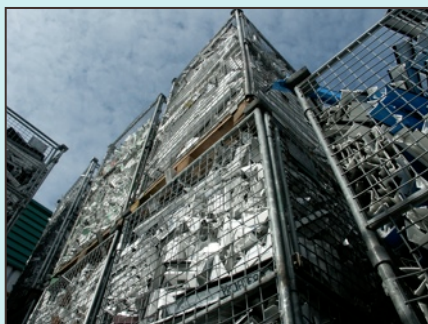
Tel +32 2742 9682  
Fax +32 2732 6312  
email [info@recovynyl.com](mailto:info@recovynyl.com)

## Recycler Focus: Dekura

Collecting waste from more than 1,000 window and door fabricators nationwide, Dekura is the largest and one of the UK's leading PVC-U recyclers. With 15 years of sector experience and at the forefront of research and development, the company is a true pioneer of PVC-U sustainability – for the large part delivered from the company's beating heart in the North East.

However, while giving Dekura access to a committed and skilled workforce, its North East base has created a number of challenges as Tony Moore, general manager explains. "The team in the North East is fantastic, its why we're where we are today but as a national business its distance from the rest of the UK does raise one or two logistical challenges.

"It wasn't simply that journey times were longer but as a business working in the sustainable sector we felt it was paramount that we did all we could to minimise our impact on the environment."



In response Dekura carried out a full audit of its logistics operation, identifying those areas where it collected most material. "We looked at every aspect of the business and the detail of each journey to see how best we could cut deliveries and collections to the absolute minimum" says Tony.

Based on the findings of its study Dekura has invested in two new additional regional satellites, one based in the South West, the other Wales. Tony says: "Each of the satellites has its own processing operation which means everything that's collected is granulated before its shipped out for re-processing so every lorry out on the road is carrying a full load, not fresh air."

Investment in its logistics operation means that Dekura has been able to take one of its trucks off the road saving more than 100,000 road miles each year, in so doing reducing emissions. The

company has also announced major investment in its operation replacing its fleet with the very latest lower emission vehicles.

Tony explains: "We have grown to a size now where we can afford to look at our business and see where we can introduce efficiencies that not only help us to deliver a better service to our customers but which can help us minimise the impact that we have on the environment."



Today Dekura boasts a 100-strong team across its three sites, collecting and processing post-consumer, in addition to more than 17,000 tonnes of post production waste. Much of this continues to be recycled at Dekura's advanced processing plant in the North East.

Tony says: "We have invested several million pounds to create the UK's most advanced PVC-U recycling plant. After cleaning and shape sorting is processed, compounded into pellets and passes through a five stage metal and rubber separation process so the end product is a fully recycled and reusable material - this fully closes the loop on the recycling process."



Tony adds: "As an environmental business, we have to make sure that we not only offer our customers the very best service but that we make sure our own house is in order.

"Doing so doesn't just benefit the environment but it makes business sense. We're here to make money but our ambitions to grow and to become more efficient sit hand in hand with our environmental responsibilities."

For more information visit [www.dekura.co.uk](http://www.dekura.co.uk)  
Email [enquiries@dekura.co.uk](mailto:enquiries@dekura.co.uk)  
Or call 0800 652 7585.