

theaxionnewsletter

WELCOME to the latest edition of the Axion Newsletter. In this issue, find out about the forthcoming Carpet Recycling UK annual conference, read about Axion's win for 'Best Environmental Technology' at the Chemicals Northwest Awards and Keith Freegard, Axion Director, stuck in Shanghai!

25% BY 2015 – THE CARPET RECYCLING CHALLENGE

Axion Consulting has been appointed manager for Carpet Recycling UK, a not-for-profit scheme set up in 2008 to develop commercially viable recycling solutions to carpet waste. Carpet Recycling UK is an industry-backed association at the forefront of research and development into new methods for recycling and reusing carpet. The scheme does not offer a recycling service itself but aims to support and develop the emerging carpet recycling industry in the UK.



Jane Gardner, Axion Senior Consultant, comments: 'We are delighted to become manager of Carpet Recycling UK. We are looking forward to the challenge of increasing carpet recycling facilities across the country and diverting significant quantities of it from landfill'.

As part of its new remit, Axion is organising the second annual Carpet Recycling UK Conference "The Carpet Recycling Challenge – 25% by 2015". The conference will be held at The Institute of Engineering & Technology in Birmingham on Tuesday July 6 2010.

The conference will share thoughts and progress on efforts made to boost the current carpet recycling rate from 2% to 25% and speakers will address how to stimulate investment and build sector capacity to meet the challenge.

As well as networking opportunities and a Question Time session with a panel of industry experts, more than 100 delegates will hear disseminations of the latest research projects and how these are contributing to advances in carpet recycling. These include case studies highlighting the use of Near Infrared (NIR) sorting technology to determine the recyclability of different types of carpet, carpet re-use and polypropylene recovery and second life products.

Laurance Bird, Director and co-founder of Carpet Recycling UK, says the event will give both members and non-members of Carpet Recycling UK the chance to share expertise and knowledge on how to take the initiative forward.

He says: "At just 2%, carpet recycling is still in its infancy in the UK. This event offers businesses across the supply chain the chance to hear about breakthroughs, successes and how they can work together to achieve this target. It's early days yet, but there are firms who see huge opportunity in preventing waste carpet going to landfill with potential for material recovery from a difficult and largely ignored waste stream."

For further information about Carpet Recycling UK or to attend the conference, call 0161 440 8325 or visit www.carpetrecyclinguk.com



AXION WINS ENVIRONMENTAL TECHNOLOGY AWARD

Axion Polymers has won the coveted Chemicals Northwest Environmental Technology for the Chemical Industry Award for its commitment to reducing carbon impact, providing sustainable recycled high quality plastics products with a long-term future.

The award recognises efforts to reduce the environmental footprint of chemical manufacturing through the development or use of innovative clean technology or products. Chemicals Northwest is a not-

for-profit organisation jointly funded by the NWDA which supports the region's chemical industry.

Axion has now gained carbon impact certificate approval under PAS 2050 from Bureau Veritas for its Axpoly PS13 product, derived from retail packaging waste.

"We're absolutely delighted and honoured to win this prestigious award which helps to highlight Axion's commitment to the delivery of low carbon polymers and ultimately a sustainable future for all," said Simon Wilkinson, Axion's Senior Chemical Engineer, who is

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leading the firm's carbon reduction project. "It also helps to raise our profile further in attracting the brightest academic talent from the region's universities to advance their careers with us and our commercial success with manufacturers and retailers incorporating recycled plastics that consumers would choose to buy. We will now move on to certify the rest of our Axpoly and Axplas product range."

Simon received the trophy from Rebecca Turner, Envirolink Northwest's Head of Knowledge Management, who said: "We are delighted that Axion Polymers has won the Environmental Technology Award, which is testament to their commitment to developing solutions that support environmental and financial benefits for their customers."

Axion's submission highlighted several case studies of closed-loop recycling of plastics reclaimed from waste consumer goods, such as Axpoly PS02 made from end-of-life TV sets being used to make back-panels for



Simon Wilkinson (centre) receives the award

new flat-screen display panels by a world-class brand leader and Axpoly PS01 made from recycled fridge plastic being used to make injection moulded parts for Indesit washing machines.

VOLCANIC ASH FAILS TO DETER KEITH'S CHINAPLAS MISSION

Keith Freegard's mission to the recent Chinaplas Exhibition led to him 'flying the flag' for the missing British Plastic Federation members and ended with a full circumnavigation of the globe to get home.

Despite the volcanic ash that led to extensive flight cancellations worldwide, Keith arrived in time to deliver a presentation on behalf of the BPF who were unable to fly out. Keith highlighted the proven novel technologies used by Axion in the stretched closed-loop plastic recycling technologies, such as those for processing used garment hangers back into new ones.



Keith in Shanghai - sporting the BPF tie!

He also attended an Embassy reception evening along with six members of the trade mission, which should have been 22 before the unpronounceable volcano in Iceland erupted.

Keith's prolonged stay in China due to the flight delays further allowed him to visit one of Axion's Chinese plastic reprocessing partners close to Shanghai.

He added: "I was due to fly home on April 21st, but was told I would have to wait until May 7th...still there could be worse places to spend two weeks unplanned holiday. I did get a flight eventually on April 23rd - which went the 'wrong' way round the world - China - Chicago - London. So I ended up going all the way round the world for plastic recycling!"

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Company Registration Number: 04322117

Ref: 06/10/39