

# theaxionnewsletter

**WELCOME** to the latest edition of the Axion Newsletter. In this issue Axion announces it has gained the first Carbon Reduction label for a UK polymer for its Axpoly PS13 polystyrene resin grade. Find out about the formation of Scarab Distributed Energy and meet Axion's new staff recruits and placement students. Read about the company being shortlisted as a finalist for 'Processor of the Year' at the forthcoming Plastics Industry Awards.

## AXION GAINS THE FIRST CARBON LABEL FOR A UK POLYMER

Axion Polymers is the first polymer producer in the UK and Europe to offer customers a product with the Carbon Reduction Label - Axpoly® PS13 post-consumer recycled polystyrene derived from retail packaging waste.

Axion gained PAS 2050 certification and The Carbon Trust's labelling in June following a comprehensive evaluation of its product's carbon footprint. Other products in the range will now follow.



The Carbon Label used on 1 tonne bags of Axpoly PS13.

Axpoly® PS13, made from recovered garment hangers, creates just 17% of the emissions associated with the full supply chain for oil-based virgin polymer. Based upon current, but increasing, production levels, Axpoly and Axfoil sheet grades save around 15,000 tonnes per annum of CO<sub>2</sub> emissions when compared to the same volume of virgin polystyrene and Axion Polymers has committed to reduce its carbon emissions further by 10% in 2012 and 15% by 2015.

Axion staff took part in training courses at the Carbon Trust on specialist carbon calculation software that

enabled them to complete a full 'cradle to gate' life-cycle analysis on its operations and those of its raw material supplier.

Axion's Director, Keith Freegard comments: "As the UK's most innovative converter of waste engineering plastics into polymer compounds that are 'as good as virgin', we are very pleased to gain this key environmental accreditation which proves our commitment to carbon reduction."

Keith says carbon labelling is the best way to signal the full environmental impact to the consumer: "The UK retail market for consumer goods has recently begun to appreciate the importance of 'carbon impact' as part of the marketing strategy for any new product. The purchaser's final buying choice is often influenced by the relative 'greenness' of any product." Keith adds: "Recycling plastic is about using a rapidly growing waste resource in new and exciting ways; viewing it as a fresh, sustainable and renewable source of materials for use back in new goods that consumers want to buy. Our aim is to provide sustainable products with a long term future."

General Manager of The Carbon Trust Footprinting Company, Euan Murray comments: "Axion Polymers has taken a lead in the UK polymer industry and joined our stable of brands committed to reducing their carbon footprint."

"By adopting the Carbon Reduction Label, Axion Polymers has committed to reduce the carbon footprint of its Axpoly PS13 product in two years. Not only does that make environmental sense it makes economic sense, because of the energy and waste reductions it will help to deliver."

"We applaud also that Axon Polymers will use the Carbon Reduction Label to communicate to business customers the importance of assessing the carbon impact of their own products that use this material. This will influence further carbon benefits along the supply chain."

## SCARAB DISTRIBUTED ENERGY FORMED

Axion Consulting is one of six consortium partners in Scarab Distributed Energy Ltd. Scarab has been formed to develop novel ways of producing fuel and power from waste, including industrial food waste.

Led by Chief Executive Officer Neil Bennett, Scarab will build and manage multiple distributed waste and biomass processing facilities throughout the UK. Using the consortium members' proven and commercially-

viable technologies, Scarab plans to develop facilities that can process diverse types of industrial biomass waste – and potentially municipal biomass waste too.

Scarab was established earlier this year by consortium member Greenergy International Ltd, which will purchase Scarab's fuel. Biofuel production is planned to start next year.

Axion brings its specialist project development ...cont

expertise in the resource recovery sector to the group. The other four members are St1 Group, a Finnish energy business with innovative ethanol technology; EEA, an environmental investment fund manager and

carbon trading business; Aquafuel offering patented technology for renewable CHP and Brocklesby, a leading food waste handling and logistics company.

## NEW RECRUITS INCLUDING NEW GENERAL MANAGER AT AXION POLYMERS.

Axion has appointed Gary Welsh as the new General Manager at Axion Polymers. Gary is a highly experienced manager with a background in polymer processing and automotive components. Gary will be working to ensure the continued development of the Axion Polymers' business.

Contact Gary Welsh, direct dial: +44 161 925 8767

New Field Representative Karl Favill has also joined the Axion Polymers team, with responsibility for sourcing and securing new supplies of in-feed materials. Karl's role will enable Axion Polymers to widen the range of products it can offer.

Michael Claes has joined the Axion Consulting team, following the completion of his Environmental Science degree at Manchester Metropolitan University (MMU). Michael was previously with the company as a placement student and has returned as a graduate in a permanent role. He completed the Footprint Expert training course and is now a Carbon Footprint Registered Consultant. Michael will be working on

Carbon Footprinting the full Axion Polymers' product range and will be part of our team offering Carbon Footprint services to other clients.

A number of University students have begun placements with the company. Helen Graham is studying Physical Geography at MMU and will be supporting novel collection schemes such as Recofloor and helping to develop Carpet Recycling UK. Richard McKinlay, a Chemical Engineering student from Manchester University and Zuzanna Kamasa, a Chemical Engineering student at Edinburgh University are both carrying out process trials at Axion's Salford plant. Chemical Engineering Masters degree students Ayobola Oyefeso and Uchenna Onwuamaegbu have joined on short term placements to improve plant operations and maintenance procedures.

Axion Director Roger Morton welcomes the new members of staff and comments: "I am delighted that we are able to attract such talented people to work with us to develop our business. We are working on a host of innovative projects and this has enabled us to offer people exciting opportunities."

## AXION POLYMERS NAMED A FINALIST IN PLASTIC INDUSTRY AWARDS

Axion Polymers has been shortlisted for Processor of the Year in the prestigious Plastic Industry Awards 2010. This top category recognises overall excellence and leading performance across a number of business areas.

Axion was selected as a Finalist for demonstrating that its recycling process delivers excellent polymer product quality to customers demanding 'as good as virgin' standards.

Axion Director Keith Freegard said:



"We're thrilled that our substantial achievements have brought us so far. Fingers crossed we can repeat our success when we last won the Award for Best Environmental Programme in the Plastic Industry Awards 2008!"

Next step is for a judge to visit Axion's Salford reprocessing facility in early August when a supplementary report will be produced for the judging panel.

Winners will be announced by organisers Plastics and Rubber Weekly at a glittering ceremony in London on October 1.

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