

## Green Product Design Competition

Prize: £500 cash

### Design Brief

To celebrate the launch of our exciting new 100% recycled polystyrene sheet product Axfoil®, we are launching a design competition to find the best new innovative product design utilising either Axfoil® sheet or Axpoly® compound. Win £500 cash plus a fantastic opportunity to build your portfolio and an option to work with Axion Polymers to take the winning design to market.

Environmental impact, sustainability and potential for energy savings are key considerations and are becoming increasingly important for designers. Legislation such as the European Eco-Design Directive (EuP Directive 2005/32/EC) aimed at energy-using products and its recent extension to include products that have an indirect impact on energy use, such as windows, construction products and water-using products, requires designers to take account of these issues. A product made from 100% recycled plastic such as Axpoly® that can be re-recycled at the end of its lifecycle, will have an immediate environmental advantage, saving significant amounts of CO<sub>2</sub> in its initial manufacture and reducing carbon impact over the product's lifecycle.

#### The material:

Axion Polymers produces high-quality recycled plastics at its purpose built facility in Salford. Axfoil and Axpoly products are made from 100% recycled plastics from traceable sources (Axpoly PS01 made from refrigerator plastic, Axpoly PS02 made from TV casings etc). Axfoil and Axpoly materials achieve fantastic carbon reductions in their manufacture - 93% less than virgin plastics. All Axion's materials are fully recyclable and so items made from them truly 'close the loop'. Axfoil sheet can be readily thermoformed, comes in a range of widths and thicknesses and can be assembled using solvents or metal fastenings. Axpoly PS01 compounds are available in a range of colours and can be custom coloured by our lab technicians. Axpoly compounds are suitable for extrusion and thermoforming. For full details of our product range visit the products page of our website: <http://www.axionrecycling.com/products.cfm> and download our Product Specification Data Book.

#### The design:

Design an innovative new household product with mass market appeal to be manufactured using Axfoil or Axpoly. Be inspired by the material's environmental profile and let this show either in the design or the purpose of your product. Perhaps your design will tie in with the source material for Axpoly and Axfoil products (our PCABS10 1000 grade is made from post-consumer electronic games consoles). Your idea can be something completely new or unique or can be an improvement to an existing product on the market. Axfoil is a new product and we will be excited to see what can be made from it. Our existing customers have used Axpoly grades to make horticultural pots, office letter trays, parts for domestic electrical goods, kitchen cabinet legs, fax machine paper cassettes, camera parts. What will your product idea be?

#### Entries:

Ideas need to be laid out on 2 A4 pages, submitted in pdf form to include designs and accompanying explanations/descriptions. Your submission should clearly state the name of the product and your name and contact details. You must submit information under the headings suggested below in 'Design details'.

Entries in pdf format should be emailed to: [info@axionpolymers.com](mailto:info@axionpolymers.com)

Closing date: 8th January 2010

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### Design details

To enter the Axion Polymers' Green Product Design Competition you must describe your design by providing information under the following headings:

- Name of Product
- Brief description
- Concept including use/function
- Materials used
- Market for the product
- Manufacturing methods
- How the product fits the 'environmental' brief
- Relevant engineering aspects - eg. products' strength, operating temperatures, working life
- Marketing including packaging
- Tooling & production costs.



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## Green Product Design Competition

### Terms & Conditions

1. Your entry must be submitted in pdf form, emailed to [info@axionpolymers.com](mailto:info@axionpolymers.com) by the closing date, 8th January 2010
2. Entrants must be aged 18 or over.
3. Axion Polymers will not accept responsibility for any entries lost or delayed in transmission. Proof of sending is not proof of receipt.
4. The winner will be selected by Axion Polymers and notified by telephone or email within 3 weeks of the closing date.
5. The prize consists of £500 cash and the option to work with Axion Polymers to take the product to market.
6. No alternative prize is available in whole or in part.
7. The decision of the competition judges is final. No correspondence will be entered into.
8. The winner may be required to participate in publicity arising from the competition. Axion Polymers reserves the right to provide the press and media with details of the competition and the results, including the name of the winner. The winner may be required to participate in publicity that may result in photographs being taken and their name provided to the press and media, including without limitation, radio broadcasts, newspapers and other publications, in television or film releases, slides, videotape, distribution over the internet and picture data storage which Axion Polymers may deem appropriate.
9. The winner and their design will be available to view online at [www.axionpolymers.com](http://www.axionpolymers.com) on a date to be announced.
10. All entrants will retain any intellectual property rights associated with their own designs as submitted to the competition. Axion Polymers reserves the right to an exclusive license to utilise the winning design for a period of one year after the competition closing date. During this period we would hope to be working with the competition winner to develop their product design and take it to market. This opportunity will be at Axion Polymers' discretion.
11. Axion Polymers accepts no responsibility for any damage, loss, liabilities, injury or disappointment incurred or suffered by an entrant as a result of entering the competition or accepting the prize.
12. Axion Polymers further disclaims liability for any injury or damage to the entrant or any other person relating to or resulting from participation in or downloading any materials in connection with the competition.
13. Participants warrant that their Entries are original and that they are the sole and exclusive owner and rights holder of the submitted Entries and that they have the right to submit the Entries in the competition and grant all required licences. Each Participant agrees not to submit any Entry that (1) infringes any third party proprietary rights, intellectual property rights, industrial property rights, personal or moral rights or any other rights, including without limitation, copyright, trademark, patent, trade secret or confidentiality obligations; or (2) otherwise violates applicable UK law. To the maximum extent permitted by law, each Participant indemnifies and agrees to keep indemnified Axion Polymers Ltd at all times from and against any liability, claims, demands, losses, damages, costs and expenses resulting from any act, default or omission of the Participant and/or a breach of any warranty set forth herein. To the maximum extent permitted by law, each Participant agrees to defend, indemnify and hold harmless Axion Polymers Ltd, its affiliates and their respective directors, officers, employees and agents from and against any and all claims, actions, suits or proceedings, as well as any and all losses, liabilities, damages, costs and expenses (including reasonable legal costs) arising out of or accruing from (a) any material uploaded or otherwise provided by the Participant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (b) any misrepresentation made by the Participant in connection with the Contest; (c) any non-compliance by the Participant with these Rules; and (d) claims brought by persons or entities other than the parties to these Rules arising from or related to the Participant's involvement with the Contest.
14. Axion Polymers' decision is final in all matters to do with the competition and no correspondence will be entered into.
15. Axion Polymers reserves the right to extend the competition closing date without further notice.
16. By submitting an entry, participants acknowledge acceptance and understanding of these Terms and Conditions.