

Axion Recycling Newsletter

WELCOME to the latest edition of the Axion Newsletter. This issue features articles on the 'Talent From Trash' recycling campaign undertaken for Coca Cola, details of a new consultancy service on Process Development and Axion's appearance on satellite television station CNBC.

UNIQUE SCHEME SCORES ON RECYCLING RATES

Stronger promotional links between local authorities and private sector companies can really help to make a positive difference to improving household recycling levels, according to the results of a project carried out by Axion Recycling.

An average 5.2% increase in household recycling rates over and above forecast levels was reported across 13 participating councils following a unique joint initiative with 'Coca-Cola'. It is thought to be the first time a major manufacturer has taken such an innovative approach to use its influence and well-known branding to inspire recycling behaviour.

The 12-week 'Talent from Trash' campaign, which ended last November, targeted young male football fans and their families employing their love of football as a means of motivating them to recycle and earn money for their clubs' youth development programmes.

Axion's team managed specific aspects of the 'Coca-Cola' campaign where the consultancy's experience of waste management and of working with private companies, local authorities and public sector organisations to develop recycling was directly relevant to the programme.

A total of 13 local authorities and their local Football League clubs across England and Wales took part in the three-month scheme, which also included participation surveys assessing the recycling habits of a whole community through a representative sample of over 1,000 households in each area.

Axion's project team then measured the results of the programme in two ways; through the percentage increase in tonnes of recyclable material collected and the increase in the number of households participating in recycling collections during the period.

"Overall, an average 5.2% increase in recycling tonnage was achieved, representing an additional 6,378 tonnes, which is very positive," comments Roger Morton, Axion's Commercial Director. "The project achieved its aims of raising awareness of the tangible benefits of recycling in line with Government targets, as well as highlighting the local authority collection schemes in each area."

"Crucially, it has also forged on-going links between local authorities and their local Football League clubs as they have recognised the opportunities to work

together to promote recycling. This is a very significant legacy outcome and the campaign's success demonstrates how the public and private sector can really make a difference to recycling rates in both practical and imaginative ways," adds Roger. "Projects are also being developed with other local councils, such as Cardiff, looking at waste composition surveys to help determine their future recycling strategies."



One of the most successful participating clubs was Accrington Stanley FC, whose local area saw a 19% increase in recycling over the three months compared to the same period in 2006. This beat forecast targets by 15%.

The campaign has also achieved lasting success in Norfolk, as Andrew Cullen, Marketing Manager for Norwich City FC, explains: "Following the conclusion of the campaign we met with Norfolk Waste Partnership to understand how we could work more closely together for the benefit of the community. We will attend their Recycling Officers Group Meetings where we look forward to learning more and identifying opportunities so that Talent from Trash has a lasting legacy in Norfolk," he adds.

Liz Lowe, Citizenship Manager at Coca-Cola Great Britain says: "'Talent from Trash' was a tangible step forward to demonstrate our commitment to encourage customers to recycle more. It's been a genuine learning experience and we are heartened by the response from fans, clubs and local authorities. We have seen the positive effect that a brand like 'Coca-Cola' can have in making recycling more relevant to a hard-to-reach audience."

"Working with 13 councils, with 13 different recycling collection strategies, has undoubtedly been challenging, but this initiative is helping inform our plans for 2008. The partnership approach will be at the heart of this."

AXION'S NEW PROCESS DEVELOPMENT SERVICE

Axion has launched a new service offering consultancy on process and product development, principally specialising in:

- Speciality and inorganic chemicals
- Energy recovery
- Mineral processing
- Pyrolysis
- Recycling separations



Axion's process and product development team can develop novel processes from concept through to initial business case. Offering a unique approach, Axion uses third-party laboratories and pilot facilities, moving samples between locations to test discrete process stages. As Roger Morton, Commercial Director comments: "This has proved to be much more flexible and cost-effective than the conventional approach of building a lab or pilot facility to test the whole process and enables our clients to move more quickly to commercial evaluation of a business opportunity."

Axion Consulting's strengths lie in process and project development work for all types of processes, including complex advanced chemical processes and not simply those connected to the recycling sector. As Roger notes: "Although we started Axion by developing advanced processes for recycling plastics by pyrolysis, solvent based methods and physical separation, we

find increasingly that clients demand our services for process development outside the recycling sector."

The Process Development service includes:

- Front end process design, often based on no more than a sketch or a verbal instruction
- Initial review of design options for safety and environmental compliance
- Practical laboratory, technical and small pilot scale process trials
- Preliminary technical and commercial evaluation of full scale processes based on pilot data
- Commercial and technical evaluation
- Preparation of first business case including financial projections.

Axion is able to draw on the skills and expertise of a highly qualified consultancy team who, in addition to developing a specific process or product, can offer a number of support services including:

- IPPC applications
- Process investigation & optimization
- Due diligence support for acquisitions and divestments, and technology licensing

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AXION FEATURED ON CNBC

On Friday 15th February, Axion was featured on satellite television news channel CNBC's 'World Business' programme. Axion participated in an item about the proposed new Waste Quality Protocols and their impact in particular on the plastics recycling industry. The implementation of the protocol will allow recycled plastic to be sold as product rather than waste, making life easier for plastics recyclers and ensuring quality standards for customers. Axion has been involved in the consultation on the protocol and Commercial Director Roger Morton was invited to comment by CNBC presenter Colleen Baldwin. Together with her crew, she filmed the interview with Roger at Axion Polymers' site in Salford. For further information about the Waste Quality Protocol, visit: www.environment-agency.gov.uk/subjects/waste/1019330/1334884/?lang=_e



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