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Success Story

Plastic Reclamation Ltd

Background

Plastic Reclamation Ltd has been involved in plastics recycling and product development since the mid-1970s. The company manufacture and market highway, outdoor and street furniture, and landscaping and waterways products, which are specified by Local Authorities, industry and the private sector. PRL also offer commission-moulding services, and the company is an Accredited Plastic Reprocessor.

- *“... the era of post-consumer recycling started about 10 years ago, and we got into that. ...”*
- *“... it gives me a buzz to be able to think we can divert that into an end product ...”*

Profile

Established	mid-1970s
For-profit	Yes
Turnover	£2,000,000
Employees	40
Products	Highway, outdoor and street furniture; landscaping and waterways products
Recyclates	Plastics
Annual volume of recyclates	10,000 tonnes
Product recycled content	100%
Post-consumer waste content	90%

Products

Plastic Reclamation Ltd manufacture and market a wide range of 100% recycled plastic (Epoch) and plastic and wood composite (Knotwood) products:

- Highway furniture
- Outdoor and street furniture
- Landscaping products
- Waterways products

Recycled materials

‘Epoch’ products are made from 100% recycled plastic packaging waste (LDPE, HDPE, PP):

- *“... definition for ‘epoch’ is ‘a new era’ ...”*

‘Knotwood’ products are made from a HDPE and reclaimed wood composite:

- *“... it’s Knotwood because when you pick it up people say, ‘that’s not wood’ ...”*

Marketing & promotion

PRL markets its products to a diverse range of customers, including local authorities, industrial customers and the general public. Added value and superior product features are always emphasised before the products' recycled status.

- "... The recycling aspect we've found is a bonus ..."

Lessons for success

- Superior material: "... it gives it its own qualities which can be stronger ..."
- Determination: "... it's guts and determination that you need in any business ..."

Current challenges

- Supply: "The main difficulty actually is getting hold of them, not recycling them. ..."
- Expanding production: "... if we had 1% it's an enormous amount of business."
- Certification: "...you've got to have the certification behind it."

Further issues

- UK focus: "... all our waste is collected throughout the UK ... We closed the loop completely ..."
- Specific advice: "... they need to go out and source the materials first ... and see what the market, do the market study ..."

Contact

Name	Chesney Orme (Chairman)
Tel	01744 810001
Fax	01744 810626
Email	ches@prlonline.co.uk
Website	www.prlonline.co.uk



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