

# TALKING

NEWS FROM THE UK'S LEADER IN RECYCLING CONTAINERS

## UK-MADE WHEELED BINS FROM STRAIGHT

Following its acquisition of Helesi's UK operation, Straight is now in full swing manufacturing wheeled bins at one of its established manufacturing partners in Hull. All 120, 140, 190 and 240 litre two-wheeled bins will now be produced at this UK site.

Under the terms of the new agreement Straight became the exclusive Helesi distributor for the UK and Ireland and licensee for other Helesi products including four wheeled plastic bins. The deal has allowed Straight to offer its customers its own branded wheeled bin product for the first time.

Straight now has one of the largest wheeled bin stock holdings in the UK, ranging in size from 80 litre to 1100 litre capacities.

Several customers have already taken swift delivery of their new wheeled bins in the last few weeks, including West Lancashire District Council who ordered more than 10,000 240 litre wheeled bins last month.

Jonathan Straight, Chief Executive of Straight plc said, "Straight has extensive production capabilities and is the only company that is able to provide such a broad range of containers manufactured in the UK."



"Our multiple moulds for these product ranges means that we are able to offer our customers unrivalled production capacity."

"The addition of a proprietary wheeled bin range has significantly strengthened our product portfolio and enabled us to provide our customers with a competitively priced, quality wheeled bin offering covering the most popular sizes. Non-core sizes are also available at very competitive prices."

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### UK-made wheeled bins from Straight

Acquisition of UK manufacturer broadens product range. **Front Page**

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80% of English councils are now working with Straight. **Back Page**

# TEWKESBURY UPGRADES WITH STRAIGHT

April 2010 saw Tewkesbury Borough Council roll out an enhanced recycling service across 36,000 properties in the area. Tewkesbury Borough residents are now benefiting from an upgraded recycling scheme incorporating a food waste collection. This allows residents to recycle much more than they were previously able to.

As well as a wheeled bin, which will be used to collect a selection of dry recyclables including newspaper, magazines, glass bottles, jars, tins, cans, plastic bottles, card and cardboard, residents also received a Straight 7 litre Solid Kitchen Caddy with a Straight 23 litre Kerbside Caddy for the launch of its new food waste collection.

Julie Davies, Environmental Development Officer said, "Straight has a broad range of products available to cater for every element of the waste stream. We decided to use the 7 litre Kitchen Caddy and 23 litre Kerbside Caddy as part of our food waste collection following positive feedback from other councils about the products. Both caddies are extremely robust and have been designed specifically for the collection of food waste."

"The 23 litre Kerbside Caddy incorporates a range of ergonomic handling features allowing improved control and handling for collection crews."

So far, the scheme has been a resounding success and results have exceeded expectations, with more than 450 tonnes of recyclable waste and 150 tonnes of food waste diverted away from landfill in the first two weeks of the scheme.

This has taken the borough's recycling rate to nearly 60%, almost double its average rate in 2009.

Julie Davies adds, "The scheme is a complete success and we are totally overwhelmed by the response we've received from residents."



I am extremely proud of Tewkesbury Borough residents who have shown that they are fully committed to making the new scheme work. I hope that their enthusiasm and dedication continues, which will enable us to achieve our recycling target of 50% by 2015."

# ECOSORT® ENCOURAGES ZERO WASTE IN ABERDEENSHIRE

Aberdeenshire Council has a current recycling rate of 32% and is continuing to work towards a zero waste society with the introduction of an internal office recycling system across several council premises.



Aberdeenshire Council recently purchased more than 850 of Straight's EcoSort® Maxi containers with a range of EcoSort®

colour-coded lids to use in all Aberdeenshire Council properties. The Council has chosen a selection of different lid types as part of its new EcoSort® Recycling System to collect several materials including, paper, plastic and cans. Aberdeenshire Council hopes that by introducing communal recycling stations, staff will be encouraged to recycle more.

With the Scottish Government's Zero Waste policy aiming to increase recycling of municipal waste to 70% by 2025, Aberdeenshire Council believes that it is important for the Council to join residents in reducing the amount of waste that it sends to landfill.

Marie Burns, Trade Waste Supervisor, for Aberdeenshire Council said, "It is unfair to expect residents to work towards a zero waste society if the Council is not prepared to do the same. We must set an example to our residents and also reduce the amount of waste that we produce."

"We would eventually like to see a 50% reduction in the amount of waste that the Council produces. The EcoSort® Recycling Systems are just the first step in achieving this."

"The EcoSort® Recycling System provides a slim-line container where space is limited, such as kitchens in schools and small offices."

Marie Burns continues, "The EcoSort® containers have adequate capacity for the collection of plastic bottles, food and drinks cans and paper and the colour-coded lids make it easy for identification. The containers are in use in community centres, leisure facilities, offices, pavilions, halls and schools collecting additional recyclates to be decanted into external wheeled bins for uplift."

# WEALDEN WHEELS OUT STRAIGHT INNER CADDY

Following a successful pilot scheme which covered 3,000 homes, Wealden District Council is continuing to roll out its new recycling scheme.



Wealden District Council's new recycling service will incorporate more than 63,000 properties on completion. The scheme is first being rolled out in three phases for

22,000 rural areas and will be completed by December 2010. In Spring 2011, the Council plans to convert the 38,000 households in urban areas to the new scheme in order to create a consistent kerbside recycling collection for all households in Wealden.

As part of the new scheme, alternate weekly collections of general waste will be introduced. The Council hopes that this will encourage residents to recycle even more.

Residents will receive two Straight Wheeled Bin Inner Caddies (WBIC), a black 40 litre WBIC with blue handles and a black 55 litre WBIC with red handles.

The 40 litre WBIC will be used to collect paper and will be placed inside new 240 litre wheeled bins, which will be used to collect garden waste and cardboard. Residents will use their 55 litre WBIC to collect a range of dry mixed recyclables including plastic bottles, tins, cans, aerosols, foil and cartons. The 55 litre WBIC will be housed inside

residents' existing 240 litre wheeled bins for general waste. Each wheeled bin and WBIC will be collected on alternate weeks.

Jo Carpenter, Waste Manager for Wealden District Council commented "The new kerbside recycling scheme enables the Council to deal with waste in a sustainable and effective manner. The Wheeled Bin Inner Caddy is ideal for our collection and offers several benefits."

"The WBIC provides a high degree of material segregation, which results in low levels of contamination and high quality, high value recyclables."

Jo Carpenter continues, "As the Inner Caddy sits inside a wheeled bin, it does not take up additional space, collected materials are kept dry and collection crews are not required to lift heavy and full containers from ground level. It also enables us to provide a part sorted co-mingled collection, meaning that collection crews are able to collect all materials within a single trip."

## BRADFORD FIRST FOR 500 LITRE STEELYBIN®

Bradford Metropolitan District Council is the first local authority to pick Straight's new 500 litre Steelybin®. The Council has ordered more than thirty 500 litre Steelybin's to use as part of its trade waste collection service.

Bradford Council currently provides its own trade waste collections to local companies and currently works with the vast majority of businesses in Bradford and the surrounding area. The Council uses a range of containers for its trade waste collections and was keen to increase its product portfolio to offer its customers an alternative size steel container.

Barry Fisher, Trade Waste Manager for Bradford Metropolitan District Council said, "The 500 litre Steelybin® is an ideal size for collecting trade or recycling waste from small businesses such as offices, shops and restaurants that require a more compact container."

"We chose to use the 500 litre Steelybin® as part of our trade waste service because of its high quality and competitive price."

"The container is designed for long life use, has been developed to a high specification and sits well within the Council's current product offering."

The Straight Steelybin® is available in a range of sizes covering 500, 660, 770 and 1100 litre capacities. In addition, a 900 litre rectangular steel container is also available, which replaces the traditional paladin type bin.

Originally launched in 2007, the Steelybin® incorporates a range of innovative features as standard. The Danish handle improves manoeuvrability in the safest way and internally welded seams increase the container's longevity. A drain plug enables the discharge of any liquid allowing the container to be easily cleaned.



Tough and reliable, the Steelybin® offers customers complete flexibility and all models are available with three different lid options; a slot aperture lid for paper, a round aperture lid for bottles or cans and a trade lid for general waste. The Steelybin® can be personalised to suit individual requirements and is available in a wide range of RAL colours. Optional vinyl graphics are also available for bespoke customisation.



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## COMPOSTING FRAMEWORK SUCCESS

Since the launch of the National Home Composting Framework in March 2010 a total of 260 District Councils have signed up meaning that in total, more than 80% of English Councils are now working with Straight.

The National Home Composting Framework was formed through a partnership between the Eastern Shires Purchasing Organisation (ESPO) and the Central Buying Consortium (CBC), which was co-ordinated by the Waste Improvement Network (WIN) following WRAP's decision to withdraw from the supply of subsidised home compost bins.

The framework is exclusively supplied and delivered by Straight and councils signed to the framework can enjoy distinct advantages, including savings of up to 30% on compost bins compared with prices on the previous WRAP scheme and regular sales reports.

This competitive pricing allows councils to enter into a no-cost arrangement with Straight. Alternatively, councils that have funding available can also subsidise units to encourage sales.

Purchasing through the framework means that councils do not have to undertake their own individual tendering processes, saving them both time and money. Councils can also benefit from the wide range of support services on offer.

Straight's dedicated retail team is on hand to help establish, implement and supply home delivery composting schemes on behalf of local authorities. Its dynamic national



distribution network allows doorstep deliveries to be fulfilled quickly and effectively.

The Straight scheme also offers expertise in a number of other areas including customer care support and scheme promotion, providing artwork for advertising or organising leaflet distribution. So far, councils have seen particularly good sales figures in areas where extensive promotion has been used.

In the first two months, more than 15,000 home composters have been sold under the Framework.

In addition to composting units, the framework is also part of a wider contract which incorporates a comprehensive range of other composting and water saving products and accessories including wormeries, kitchen composters, water butts and compostable liners, which are all competitively priced.

Natalie Ibbott, Project Coordinator for the Waste Improvement Network commented, "We are really pleased with what the Home Composting Framework is delivering.

"Since its launch in March, the framework has collectively saved councils over £200,000 by allowing them to avoid costly and time consuming tender processes."

"It also provides savings of up to 30% per unit compared with the previous WRAP scheme, which is good news for councils and their residents."

Natalie continues, "We have had positive feedback from local authorities about the range of units and communication support available from Straight. Councils have also been impressed with how quick and simple setting up their campaigns has been. So from our point of view, the framework has delivered all we had hoped for."

For further information about the National Home Composting Framework, please visit [www.straight.co.uk/services/framework](http://www.straight.co.uk/services/framework). Alternatively, please call 0113 386 8625 for a quote.



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