



PRESS RELEASE
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Refuse sack specification made simple

bpi.recycled products, Europe's largest manufacturer of refuse sacks, has launched a new refuse sack selector.

Introduced as part of the business' commitment to offering the best products backed by the highest levels of service and support, the guide makes it easier for customers to choose from the manufacturer's extensive portfolio of products which includes recycling sacks, compostable sacks and The Green Sack™ range of ultra-low carbon footprint, 100% recycled refuse sacks.

Rachael Barton, marketing communications manager at bpi.recycled products, explains: "bpi.recycled products is committed to offering added value solutions and the introduction of our new refuse sack selector is a direct reflection of that.

"Choosing refuse sacks may seem like a simple enough decision but for the large volume user, it's a choice that can have huge implications. If you choose an overspecified product, you could be committing to unnecessary costs and the more sacks you use, the more the effects of this are multiplied. Similarly, opting for an underspecified product can cause damage to customer relations, corporate reputations and staff morale if that product isn't fit for purpose.

"For those customers where we enjoy a direct relationship, bpi.recycled products always offers best practice advice on product selection but our new guide is of particular benefit to those organisations who buy our products further along the supply chain. In short, it's a case of making our expertise as one of Europe's largest and most experience refuse sack manufacturers as widely accessible as possible."

To help simplify the specification process, the new product selector - which is downloadable from The Green Sack website™ (www.thegreensack.co.uk) - employs flowcharts to help customers navigate bpi.recycled products' range.

It enables them to choose the ideal refuse sack based on the waste's eventual destination (landfill or composting) as well the environment in which the sack will be used – including general, domestic, high security and industrial settings.

Further guidance is given on choosing coloured sacks for recycling schemes and also on how to specify sacks that are the correct volume and the right grade to cope with any likely weight requirement.

Rachael Barton concludes: “For bpi.recycled products, the provision of first class service and support is every bit as important as new product development, technical innovation and reliable product quality. We aim to be a complete solutions provider and the launch of our product selector is just the latest in a long line of initiatives that already includes marketing collateral, a range rationalisation service and product training.

“We hope it will enable customers to specify products that are perfectly suited to their needs and that are ultimately able to contribute to their continued operational and commercial success.”

- ENDS -

Images & captions: *bpi.rp compostable wheelie bin liner.jpg: **The best choice.** As part of its commitment to offering superior products backed by the highest levels of service and support, bpi.recycled products has launched a new guide to refuse sack specification.*

For more information on this story, contact Wayne Mohammed at waynemohammed@hotmail.com

Editor's notes:

- bpi.recycled products is the largest recycler of used polythene in Europe recycling over 95,000 tonnes of post-use polythene material from horticultural, commercial, retail, industrial and agricultural markets.
- bpi.recycled products uses some of these materials to manufacture its award winning Plaswood range of sustainable wood-substitute products. These products include park and garden furniture, street and countryside signs, bollards and marine decking.

- The environmental benefits of recycling plastic are becoming more widely recognised: maximising reusable material, diverting waste from landfill and conserving resources. bpi.recycled products has developed the necessary expertise and the infrastructure in the form of a network of Environment Agency accredited recycling plants to help drive these benefits forward.
- bpi.recycled products is a division of BPI (British Polythene Industries) plc, one of Europe's largest manufacturers of polythene films, bags and sacks.
- As a result of its commitment to operating in a sustainable way and to minimising the environmental impact of all of its activities, BPI won the Best Green Large Company category at the 2010 Scottish Green Awards.