

Recycle with Precycle



Issue 1

Welcome to the first issue of **Recycle with Precycle**, the new quarterly newsletter from The Precycle Group. For those of you that don't already know us, Precycle is one of the UK's largest charity retail recycling partners. To help divert materials such as textiles, paper, cardboard, metals, plastics and small scale electrical and electronic items from landfill, we work closely with a network of channels worldwide, also passionate about ethical reuse and recycling.

Committed to the ongoing development of waste reuse and recycling solutions, we aim to help charities save money on disposing of unwanted items from their retail stores, increase profitability thanks to innovative recycling initiatives, and encourage the public to recycle through re-use via the creation of exciting and consumer friendly programs.

We decided to launch **Recycle with Precycle** to provide news and gossip about what's happening with Precycle in general, how we recycle the materials that you send us, as well as news from within the industry in general. We're open to suggestions and are eager to know if there are things in particular that you would like to see covered, any comments you wish to make about one of the news items or future requests that you may have, then please do email us at newsletter@precycle.eu

Happy reading!



Age UK Reading branch shop of the month!



One of our charity retail partners Age UK (the recently combined operations of Age Concern and Help the Aged - the charities dedicated to fighting to free older people from poverty, isolation and neglect) has asked if each month, we would work out and tell them which of its shops deserves to be named 'shop of the month'.

For our first task, we chose to compare and contrast shop results for April 2010 and are delighted to confirm that Age UK's Whitley Street, Reading

branch came up trumps and was consequently named 'shop of month'.

Thanks to the consistently strong input from shop managers James Lamb and Esther Choules, the branch sent more 1582 kilos of materials including textiles, shoes, books, paper, cardboard, plastics, electrical and metal items to us for recycling.

Well done Whitley Street, and keep up the good work! Look out for more 'shop of the month' results in the next issue of **Recycle with Precycle**.

BBC stops off in Reading

We are excited to report that our Reading depot was chosen by the BBC recently as the final pit-stop for the 'BBC Box' as it completed its worldwide journey to South Africa, for refitting as a soup kitchen. The Box, which clocked up 50,000 miles (by road, rail and boat) and stopped in major cities from New York to Shanghai, was a year-long project for BBC News to tell the story of international trade and globalisation.

After stopping in Portman Road for a couple of hours to collect our donation of a container of books, The Box departed bound for 'Help the Rural Child', a charity based in Cape Town that supports



underprivileged children. More recently we have also donated a consignment of shoes to countries

in Africa and have provided blankets and clothing following disasters in Asia such as the Tsunami.



As part of our ongoing commitment to work closely with charity retail partners up and down the country and help increase public awareness in ethical reuse and recycling, a recent promotional campaign held in conjunction with ExtraCare in Nottingham, was a resounding success.

Best recycler on the high street!

The week long event held at the Broadmarsh Shopping Centre, which was designed to encourage shoppers and local residents to recycle their clothing and home accessories via charity shops, took place at an ExtraCare branded 'D-Week Stall' (D-onating and D-umping) situated in the main entrance between 27 February and 6 March 2010.

We are delighted to report that a significant number of unwanted items including men, women and children's clothes, toys books and small electrical and electronic items were donated, raising an additional £1339 for the charity.

As well as helping both increase the ExtraCare profile and positively impact on donations going forward, one of the stall's main objectives was to demonstrate how redundant items can

be put to good use instead of being binned and sent to landfill.

Donated items were subsequently sold at the ExtraCare shop on the first floor, with proceeds from the sale used towards funding ongoing activities for residents at ExtraCare's Lark Hill Village residential home in Clifton, completed last summer.

ExtraCare currently operates 30 supported housing schemes and retirement villages throughout the greater Midlands area and the North.

If you are a charity and would be interested in working together with us on a public awareness campaign to help generate extra donations, then please contact our marketing manager, Nida Ansari, nansari@precycle.eu who will be happy to talk ideas through with you.



Precycle wins industry award



We are proud to report that Precycle was awarded 'Best Partnership Project for Recycling' for its work with Age Concern and Help the Aged at the glamour-filled 2009 National Recycling Awards ceremony held at the London Hilton.

Working with the charity's retail division on a range of ethical recycling solutions that contributed towards diverting 850 tonnes of retail waste from landfill over a 12 month period, we also successfully helped generate £180,000 through a combination of waste savings and income generation.

The Precycle initiative provided the charity with solutions to decrease the amount of waste going to landfill and also help reduce waste

costs. This was made possible by identifying ways to re-use and re-process items in Age Concern and Help the Aged's waste bins, such as sending books to Asian and African markets for re-reading, recycling books through the pulping market; and breaking down and reprocessing household electrical waste into new, raw materials.

The £180,000 generated, has helped Age Concern and Help the Aged to continue improving the lives of older people in the UK and around the world, including offering advice on how to stay warm in winter and a HandyVan service to help older people improve security in their homes.



Who's who?

We thought it would make fun and interesting reading to let you know about who's who within the business. That's why each in issue, we will look to focus on a poor unsuspecting member of staff.

For our first issue of **Recycle with Precycle**, who better to focus on than our own managing director, Taskeen Ahmed. Taskeen we are sure will be familiar to many of you. However what he did in his previous life before joining Precycle in 2003 is probably not known.

Since this time, he has helped the business grow from a regional textile recycler to the multi-national recycling organisation that it is today. Recycling textiles, paper, cardboard, plastics, metals and electrical waste, Taskeen has established seven depots across the UK as well as operations in Poland, Singapore, Pakistan and the UAE.

Before this, he worked for that well known organisation, Mars Incorporated, a global manufacturer of snack, human and pet food where his roles included country brand manager for France, sales account management, production and supply chain development.

Taskeen is also a big fan of adventure sports including skiing and scuba diving. In his spare time, he is a trustee of a privately funded, charity Saturday school for underperforming children in the Reading area.

The school, simply named 'Saturday School', provides 150 young people with additional lessons in English, Maths and Science, as well as a range of exciting outings and activities, established five years ago, it has provided support to almost 1000 children, helping many to go on to study A-levels and to go to University.



Did you know?

Did you know that Precycle is responsible for diverting more than 650 tonnes of material from landfill each week. Working together with our charity partners throughout England, Scotland and Wales, we also collect from 4000 commercial points and 350,000 households every week.



Where do we hang out?

Some of you will already have visited our head office in Reading, Berkshire. We do also have depots in Bristol, Bury St Edmunds, Tamworth, Newcastle, Falkirk and Huddersfield. If anyone is interested in coming to see our head office facility, please do get in touch.

T +44 (0) 118 902 2994
f +44 (0) 118 950 8917
info@precycle.eu
www.precycle.eu

Precycle Group

46-48 Portman Road, Reading, Berkshire, United Kingdom RG30 1EA

