

SEEDA Sustainable Business Awards aim to encourage and promote a sustainable approach to business in the South East region through celebrating excellence, significant achievement and through the dissemination of best practice.

CASE STUDY

PPR WIPAG LTD

Company Background

PPR WIPAG, based in Ashford, Kent, specialises in automotive plastic recycling. In 1995 PPR WIPAG successfully developed the technique of separating the materials of a three-layered car instrument panel. Through a series of reprocessing stages it produces a compound material to make a product of exactly the same specification as the one used in the original. This material is then re-used in the manufacture of original parts.

Since developing these processes PPR WIPAG has been successfully closing the recycling loop by reprocessing some 35 tonnes of production waste each week. All of this material (1820 tonnes per year) would previously have gone into landfill.

Having overcome a sceptical market PPR WIPAG is now importing material from France and has a client list which includes Vauxhall, Land Rover, Volkswagen, Rover, Toyota, Ford, Nissan and Jaguar.

The company is BS EN ISO 9002 accredited and is working towards ISO 14001 accreditation.

ACTION HISTORY

Waste

PPR WIPAG diverts 35 tonnes of plastics away from landfill every week. The reclaimed plastic which the Company produces is of such high quality that it is worth in excess of £1000 per tonne.

The Company's stated environmental policy is:

- To work in close co-operation with the automotive industry to minimise the production of waste plastic and polymers
- To recognise that the main environmental impacts from its activities are the production of waste plastic and the consumption of energy, but that all the material the company processes would otherwise itself be waste
- To demonstrate its commitment to continual improvement by setting and periodically reviewing its objectives and targets to reduce its overall impact

As a result of its clear statement on environmental performance, the Company has earned the reputation of being environmentally conscious and technologically innovative.

Key Achievements

- ❖ Reclaims high quality plastic waste – worth over £1000 per tonne
- ❖ Diverts 35 tonnes of plastics away from landfill each week (over 1800 tonnes pa)
- ❖ Company-wide commitment to good environmental management, with related workforce training
- ❖ Regular review of objectives and targets to reduce environmental impact
- ❖ Significant influence on supply chain
- ❖ Minimises company transport journeys

Green Purchasing

Recycled automotive parts are supplied in one tonne bags and the Company insists that these are re-used by its suppliers. In fact all material used by the Company is post-production (i.e. end of life). All other purchasing is limited to mechanical parts. The Company is able to declare with confidence that it is not responsible for any indirect damage to the environment by using suppliers who are not environmentally sound. By the same token, the Company is able to win contracts from automotive manufacturers who themselves insist on using only those suppliers which can demonstrate a commitment to good environmental management.

Community/Other

PPR WIPAG took part in the Kent Sustainable Business Partnership Environmental Management Systems Demonstrator Project, which guaranteed a sound level of environmental training for the Company's entire workforce. PPR WIPAG encourages all members of staff to be aware of its environmental commitments and processes; as a result, staff feel valued, are better trained, and are more likely to remain committed to the Company.



Transport

PPR WIPAG tries to ensure that any journeys, made either by itself or by those companies it supplies are kept to a minimum. For this reason the Company insists that all automotive manufacturers who supply it with material to be re-cycled 'size-reduce' on site all mouldings parts which are to be transported to processing sites. As a result the material to be recycled takes up minimum volume in transportation, resulting in fewer journeys overall.

Environmental Innovation

PPR WIPAG is a world-leader in the development of technologies to separate three different types of polymers in automotive moulding parts. The system it has devised is modular and can thus be transported to any part of the world. The result is a dramatic reduction in the amount of plastic and polymer off-cuts and rejects produced by automotive manufacturers. The Company continually looks to make improvements to the 'cleansing' process of thermoplastics as well as consistently seeking ways to recycle other car parts that are currently scrapped.

European Union directives which limit the percentage of cars which manufacturers are permitted to dump in landfills mean that opportunities are growing for the Company. PPR WIPAG is ideally placed to consolidate its reputation as environmentally-conscious and technologically innovative.

Company Awards

Kent Environment Business of the year 2000.



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