



So much more to Cromwell at this year's RWM show

Cromwell Polythene will once again be exhibiting at the RWM exhibition, the UK's premier waste and recycling showcase, which returns to its NEC home in Birmingham from 15 – 17 September.

The annual exhibition promises to be bigger than ever and runs alongside a packed itinerary of workshops, keynote speakers, seminars and surgery sessions, designed to cover all aspects of sustainable resource management.

"It's the must-visit exhibition for all those involved in professional recycling and waste management and where we look forward to

meeting up with our major local authority and waste management customers," says Cromwell's managing director James Lee. "And this year we'll be focusing on the breadth of our product range," he adds.

"We're widely recognised as a leading supplier of black sacks and while they remain a staple of the Cromwell portfolio, we want to highlight our many other products for this sector."

See us on Stand 5R110

Battery recycling

Sharing the spotlight at RWM (stand 5R110) will be specialist lines such as Cromwell's



Test Valley's multi-trip recycling bag, which is decanted at a central collection point

battery recycling bags, which have been shown to encourage and increase recycling rates; dog waste bags (see story: A Cromwellian 'scoop', page 3); the company's extensive range of compostable products, including both bio-plastic and paper sacks, bags and liners; and multi-trip polypropylene recycling bags for the collection and storage of dry recyclables, especially in flats, where the contents may be decanted at a central collection point.

"There's a Cromwell solution to every recycling and waste management need," says James. "From battery bags to bin liners, clinical waste to compostables, we've got it covered."



New catalogue launch

Cromwell's new 28-page trade catalogue showcases many of the company's best-selling products, available through its distributor network and widely used by – among others - cleaning and

janitorial contractors, food service and hospitality companies, healthcare institutions, local authorities and waste management companies, raw material and food ingredient suppliers.

If you do not already have one, copies of the catalogue may be downloaded online from the Cromwell website or by calling a member of the sales team on 01977 686868.



Frameworks

Cromwell is proud to have been selected as a trusted supplier to all the major local council frameworks in the UK.

These public sector professional buying organisations help local authorities and others aggregate their procurement demands and achieve efficiencies and cost savings across a range of products known for their reliability.





Left to right: Matt Fitchie, Richard Rowling, Tracy Aveyard, Jade Seal, Stephanie Wright, Chelsea Oldfield, Paul Fleetwood, Niall McClintock

Cromwell sales team restructures

The restructure of the Cromwell field sales operation, recently announced by managing director James Lee, will see responsibilities being shared geographically, as well as by market sector.

The move coincides with the appointment of Niall McClintock as business development manager, with extensive experience supplying polythene bags to the packaging trade. At Cromwell he will head up sales of a new packaging division (see story page 4), as well as having particular responsibility for the east of England, Scotland and Northern Ireland.

After a year in the Cromwell sales office Matt Fitchie is promoted to an external

role as business development manager for the north of England, calling on cleaning and janitorial distributors, local councils and waste management contractors.

Richard Rowling continues as head of sales for the waste management division, nationwide, but will now also focus on the west of England and the south-east, adding the cleaning and janitorial sector to his existing responsibilities for local councils and waste management companies.

Meanwhile, Cromwell veteran Paul Fleetwood retains his role as national accounts director, responsible for Cromwell's key accounts.

Outlining the restructure managing director James Lee said: "The reorganisation of the sales team by region will considerably enhance our efficiency and improve customer service at a local level, while retaining an industry focus for those with specialist sector skills. Alongside the external restructuring we are modifying the way in which we channel enquiries and manage order processing in the sales office, with each member of the field sales team paired with an office-based account manager who has detailed customer knowledge, which will streamline the whole operation," he adds.



The 'EaZee' answer to waste

Cromwell Polythene has added a handy dispenser pack to its Professional range of refuse sacks for the away from home cleaning and janitorial market. Named 'EaZee', the cardboard carton has a perforated lid, which minimises wastage and allows easier and quicker dispensing of individual sacks.

Containing 200 of Cromwell's own ensa™ brand sacks, tested to EN standards and developed in



response to customer demand for a product that guarantees performance across a range of design weights, the dispenser pack also provides a neat and convenient storage solution.

The 90-litre, black sacks are made from 97 per cent recycled material and are ideal for office and domestic use. As with all Cromwell products the dispenser pack displays the minimum guaranteed net box weight – 5.06kg in this instance – as well as the sack size – 457 x 737 x 991mm.

"Our flagship Professional range of refuse sacks for the waste professional offers tremendous choice, incorporating two industry standards, the CHSA range,



accredited by the Cleaning and Hygiene Suppliers Association, and our own ensa™ range, tested to EN standards," says managing director James Lee. "With the addition of the EaZee dispenser pack we believe that our stock portfolio now meets all off-the-shelf needs of our distributor customers." cromwell professional



Caerphilly bag contract supports award-winning food waste recycling scheme

Cromwell Polythene has secured an important contract to supply compostable kitchen caddy liners to all 97 schools in Caerphilly County Borough Council (Caerphilly), in the heart of South Wales.

The contract requires 1,000 liners to be delivered to each school, where they will be used as part of Caerphilly's award-winning food waste recycling scheme. The 25-litre compostable bags are made from Ecopond® biodegradable resin, for which Cromwell is sole distributor among local authorities and the waste management sector in the UK.

Food waste recycling is a key part of Caerphilly's 'Sustainable Development' strategy and represents a unique partnership between the council's environmental and catering departments. Between them these two services have developed a range of initiatives, from using improved efficiency catering equipment that saves energy, water and cost, to a sustainable school meals service that provides environmental, economic and educational benefits.

As part of the schools programme a

local theatrical group delivered fun learning presentations to school pupils across the authority, encouraging them to eat a healthy diet, showing how this can also reduce the impact on the environment. This was complemented by the introduction of a food waste and dry recycling programme across all Caerphilly's education sites, corporate buildings and sheltered housing. The scheme has been so successful that it has reduced the cost of food waste disposal in the catering outlets by more than 50 percent.

Introduction of the scheme also enabled schools to compost some of the kitchen waste, including fruit waste from the fruit tuck shop. "By raising awareness in schools we provide an education for children who can do their bit for the environment at school and take these habits home to share with their families and continue for the rest of their lives," says Marcia Lewis, Caerphilly's principal catering officer.

"The Cromwell caddy liners have played a key role in Caerphilly's food waste recycling programme, helping us recover food that would otherwise go to landfill," she adds.



A Cromwellian 'scoop'

BioPet Vet Lab, a US biotechnology company specializing in canine genetic testing, has developed a DNA-based system for use by local authorities to promote responsible pet ownership and address one of the world's growing environmental problems.



PooPrints™ DNA Pet Waste Management, to give the programme its full name, is billed as the high-tech forensic approach to 'match the mess' and permanently solve dog waste problems in over 1000 communities across 45 states in the US and Canada.

In the US alone there are more than 80 million dogs which, it has been estimated, produce 9,528,130 tonnes of dog poo a year. "Makes all that fuss about butter mountains and wine lakes seem pretty insignificant," says Cromwell managing director James Lee.

"The same news story reports that in the US alone 21 billion pounds of dog waste is generated annually, up to 40% of which remains unscooped. According to the US Environment Protection Agency, this is one of the world's growing environmental problems – and I cannot see how anyone would dispute that – and they classify it as a 'non-point source pollutant', in the same category as oil and toxic chemicals," he adds.

Now, BioPet has teamed up with Welsh company Streetklean Bio Ltd, to launch PooPrints™ in the UK. And one of the first council's to implement the scheme will be ... wait for it... the London Borough of Barking and Dagenham. You couldn't make it up!

"Time to ramp up production and increase our stockholding of Cromwell Polythene dog waste bags," says James.



New range provides food for thought

Cromwell has set up a new packaging division, which will supply packaging merchants and the packaging industry with an expanded portfolio of general purpose bags from stock, including food grade polythene bags and liners, as well as a range of grip-seal bags in clear polythene, also available in virgin food grade material.

Made to BRC food safety standards, all of the food bags are manufactured from virgin food grade polymers, with options ranging from base weld or side weld, captive flap, through to double seal for extra security, all aimed at keeping the food fresh and free from contamination.

Grip-seal

The new division will also offer a comprehensive range of clear polythene grip-seal bags, all in virgin food grade material, with or without write on panels. The re-sealable, re-usable and recyclable grip-seal bags are available in a range of bespoke colour and print options. In addition to their use for food products the grip-seal range is

ideal for the secure containment of items such as stationery, hardware and similar products that need to be protected from dirt and moisture.

Full details of the new range may be found in a dedicated brochure 'The answer is clear'. Be sure to request a copy if you have not already received one.

Meanwhile, for more information on these specialist products, or a copy of our new brochure, speak to Niall McClintock, who will be happy to quote against samples supplied or advise on the most suitable product to meet your specific needs.



Larry joins the Cromwell team

There has been a great deal of speculation about the little blue bird, that familiar icon in websites, blogs, press advertisements, TV commercials and the like.



'Larry', whose name was confirmed by Twitter itself in a tweet some years ago, is, according to Douglas Bowman, designer of Twitter, a mountain bluebird. As to where the name comes from, this is rumoured to be after former basketball player, Larry Bird, who played for Twitter co-founder Biz Stone's home-state team, the Boston Celtics.

Whatever the bird's genealogy, he is now a regular member of Cromwell's marketing team. If you'd like to keep up to date with the latest Cromwell news, as well as our thoughts on topical industry issues, be sure to follow @CromwellPoly.

Have you seen our new video?

Just three minutes long, it provides a brief overview of who we are and what we do. Check it out on the Cromwell website:

cromwellpolythene.co.uk

Competition corner

There's another £50 worth of M&S gift vouchers to be won

in this issue of The Cromwellian and once again, the competition is easy to enter, with the answers to be found within the newsletter.

Just answer this simple question: How many schools in Caerphilly have been supplied with Cromwell's compostable kitchen caddy liners?

Email your answers, together with your full contact details, to info@cromwellpolythene.co.uk, making sure that we receive your entry no later than the closing date of 30 September, 2015.

Good luck!



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