



sacks take a bow

Making their debut at this year's Cleaning Show (Stand F44) will be Cromwell Polythene's ensa™ range of refuse sacks, tested to EN standards and developed in response to customer demand for a fit for purpose product, which guarantees performance across a range of design weights.



Sold alongside the company's CHSA approved range, the new sacks provide professionals in the cleaning and janitorial sector and the waste management industry with greater flexibility, both in performance and cost, according to sales director Paul Fleetwood. "We always promote our CHSA range, available in 5, 10, 15 and 20 kg variants, but this has some inherent price and performance gaps, where our customers require additional choice. In developing the ensa™ range we worked with our key production partners, following standards

already set by major European retailers. As a result, ensa™ sacks are available in 8, 12 and 18 kg specifications, offering more versatile weight tolerances and greater cost flexibility. This means that we have a greater number of price points and a wider choice of optimum performance levels," he says.

The ensa™ range, which features Cromwell's unique product markings – 'Standard' (8 kg), 'Professional' (12 kg) and 'Master' (18 kg) - undergoes similar testing procedures to the CHSA approved products, with the added benefit that they are subjected to opacity and leak tests. "In essence, this gives Cromwell customers the widest possible choice of quality, performance and cost," adds Fleetwood.

Packed loose in boxes of 200, the ensa™ sacks are manufactured from low density polyethylene and are available in 39 inch lengths and four thicknesses.



The Cromwell stand will feature other specialist products from the company's portfolio of more than 500 sacks, bags, healthcare disposables and UN accredited clinical waste sacks. "The Cleaning Show is now a regular fixture in Cromwell's sales and promotional calendar," says Paul Fleetwood. "It's a great opportunity to showcase our product range and cement relationships, both with existing and potential distributors," he comments.



It's a deal

Cromwell Polythene has been appointed an approved supplier by Nationwide Hygiene Supplies, formalising an arrangement that has its roots in a trading relationship and friendship that is an astonishing 30 years old.

Purchasing manager Sarah Morrell signed the agreement on Nationwide's behalf, recognising Cromwell's role as one of its elite suppliers, an achievement that sales director Paul Fleetwood is delighted to acknowledge. "We already supply ten of Nationwide's 19 members, some of whom have been Cromwell customers for

many years. One, in particular is worth a special mention; the association with Trevor Iles' business goes back to the early 1970's, pre-dating Cromwell's formation in 1983. The relationship between Trevor himself and the family of James Lee, Cromwell's CEO, developed a decade before that," he adds.

"Under the terms of this new agreement we'll be able to supply all 35 UK branches of Nationwide. I know I speak for all of my Cromwell colleagues in saying that we could not be more proud and look



Paul Fleetwood and Sarah Morrell seal the deal

forward to building on what has been an enormously successful and enjoyable working partnership to date."



Star quality

Cromwell's clinical waste sacks range, re-launched last year and among a wide choice of products to feature at this year's Cleaning Show, makes extensive use of star seal technology to maximise carrying capacity, while optimising leak resistance.

The range includes yellow sacks for transporting hazardous waste for incineration; orange sacks, for waste that is disposed of by a licensed or permitted facility; and yellow sacks with a black stripe, also known as 'Tiger' bags, for waste collection and disposal that is not subject to special requirements in order to prevent infection and which are disposed of by deep landfill.

Used by leading healthcare, clinical, and specialist waste collection companies, to help comply with European legislation for the collection, transport and disposal of appropriate wastes as detailed in the European Waste Catalogue (EWC) classification 18 01, the UN approved yellow

and orange LLDPE sacks come in 5 kgs, 8 kgs and 10 kgs capacities and are supplied in rolls of 25, packed eight rolls per carton. CHSA approved 'Tiger' bags are available in 5 kgs and 10 kgs capacity and supplied in either an LLDPE blend or 100 per cent recycled LDPE blend, which features a standard gusseted bottom weld.

All sacks make use of Cromwell's exclusive LOWCO₂T technology to reduce the weight of the bags, bringing about substantial savings in CO₂ and other emissions throughout the supply chain and the products' lifecycle.

Commenting on the clinical waste sacks range sales director Paul Fleetwood said: "Star seal technology eliminates the inherent



weakness associated with the sealing of gusseted bags. It also leads to a less formed shape, allowing the sack more easily to mould itself to the contours of a container, in those instances where one is used, distributing the weight of the content evenly around the bag.

"Compact packaging means less space taken up in vehicles, which provides a further boost to the sustainability of these products."



Internet buyers beware

According to the Cleaning & Hygiene Suppliers' Association (CHSA) those buying away from home paper products and plastic refuse sacks over the internet may find they are not getting what they are paying for.

"There is no legal requirement to state the product's dimension on the packaging or in the product description when sold over the internet, which means there is no protection for buyers from unscrupulous sellers," explained Graham Fletcher, secretary of the CHSA. "It may be cheaper to buy in this way, but there is no guarantee you're getting what you're paying for.

"In the past 18 months we've seen a marked increase in plastic refuse sacks and away from home paper products being imported and sold via the internet. It could be that the quality and dimensions are as expected, but there is no way to be certain and buyers could find the thickness, length or width has been reduced and the product itself breaks down more quickly than it should."

Free audit

In a bid to reassure those who might be concerned about the quality of the soft tissue products or plastic refuse sacks they have purchased the CHSA is offering a free audit.

Gordon Butt, the CHSA's experienced auditor of its Manufacturing Standard Accreditation Schemes, provides the service and will quickly be able to let you know if you are getting what you are paying for.

Graham Fletcher explains: "If you can't see the CHSA Scheme logo on the pack, or are not buying tissue or plastic refuse sacks from a registered member, you may well be getting less than you bargained for. If you're even just a little suspicious a free audit will let you know either way. To arrange your free audit, please email me directly at secretary@chsa.co.uk"



Gordon, who previously worked for the Trading Standards Service, uses a number of techniques to audit the products and make sure the labelling accurately reflects the

content. These include a calibrated re-winder, a gravimetric test and unrolling the product onto a flat surface of known measurement, selecting the one most suited for the product in question.

The Manufacturing Standard Accreditation Schemes cover soft tissue products, plastic refuse sacks and industrial cotton mops. Supported by all the major manufacturers in the industry, each of whom has passed the CHSA's stringent auditing process, the schemes guarantee:

- Consistency of supply: customers receive what they order
- Accurate labelling: customers get what they pay for
- Fully audited manufacturers: our standard, your guarantee



Up to standard

Cromwell Polythene has completed its annual ISO 9001 quality assessment with a score in excess of 84 per cent, a three point increase on last year and the top performance among those companies registered by Business Assessment Service, the independent auditor.

Commenting on the company's improved score managing director Garth Imison said: "While we do everything we can to

self monitor, it's especially gratifying to have an independent assessment by a third party whose rigorous testing standards confirm that we have a competent management system for quality. That can only inspire greater confidence – both among our customers and our own staff," he added.



The only way is ethics

As a business Cromwell is committed to supplying fit-for-purpose products with the lowest environmental impact for a net ecological gain. The company supplies both polyethylene sacks made from virgin and/or recycled blends (up to 100% recycled material) and compostable sacks for the storage and collection of organic waste.

"We work closely with our customers so that they can make informed decisions based on the most appropriate product for their needs," says CEO James Lee. "What is equally important, if not more so, is giving those customers the reassurance that they are dealing with a company that operates to the highest ethical and moral standards.

"So, for example, we are active members of all the leading industry compliance schemes, including the CHSA and the SMDSA, which safeguards standards within the

sanitary, medical and clinical wastes' management industry."

The company also operates a fair employment code of conduct, ensuring that its global production partners adhere to recognised quality systems, have established health and safety procedures in place, maintain high environmental standards and are party to recognised ethical trading initiatives.

"And we practice what we preach," adds James Lee. "We constantly works towards reducing the environmental impact of our business, ensuring that we operate in an environmentally sound and responsible manner."



Sale of recycling division

Cromwell Polythene has sold the business interests of its recycling division to Leopard Recycling Limited. The acquisition, which ensures continuity of service both to suppliers and customers, allows for the business to continue as a going concern, with no job losses.

Announcing the sale Cromwell's CEO James Lee said: "Recent growth of the recycling division has diverted valuable resource, both human and financial, from our mainstream business, supplying bags, sacks and ancillary storage and collection products to the 'away from home' cleaning market and the recycling and waste management sector. We have ambitious growth plans for our core business, on which we are determined to refocus all our efforts.

"The sale in no way diminishes Cromwell Polythene's on-going commitment to 'closed-loop' recycling and we shall continue to recover packaging materials from the waste stream that can be returned to the production cycle," he added.



Who's who in the Cromwell sales team

In this issue we showcase the sales team, headed by **Paul Fleetwood**, Cromwell Polythene's sales director.



A well-known personality within the cleaning and janitorial trade, Paul is also a director of the Cleaning and Hygiene Suppliers Association. One of the longer-serving members of the Cromwell team, where he has held a number of key roles, Paul was promoted to sales director some two years ago, recognising his outstanding contribution to the growth of the business, alongside the major expansion of its waste management and cleaning products portfolio.

When away from work he coaches a junior football team, is a keen cyclist, devoted husband and father of five, but still finds time to walk his three dogs.

Key accounts developer **Russell Stabler's** original role within the company was as office junior in the accounts department, though he found his true vocation on transferring to the sales office after 18 months. Passionate about Leeds United in particular and football generally, Russell



spends his spare time keeping fit in the gym.

Richard Rowling is sales manager for the public sector and has spent more than 30 years in the polythene and waste management industry, where his expertise in product development and problem-solving has proved to be of great value to customers. Formerly a hockey player and footballer, these days Richard devotes his leisure time to travelling and his growing band of grandchildren.



Sales account developer **Paula Connell** is the most recent recruit to the Cromwell team, although she has previous experience within the polythene industry. Paula says she thrives on sales and customer service and claims her only shortcoming is her inability to ride a bike. Despite cycling lessons from her three daughters, she hasn't quite got the hang of it yet.



Lewis Ishmael is Cromwell Polythene's technical sales administrator and is also a longer-serving member of the sales team, having



joined the company in 1999. Key responsibilities include the local council and healthcare sectors. A recently retired D.J., Lewis remains interested in music, while still maintaining his love for his three children, the gym and his beloved Manchester United.

Sales and marketing co-ordinator **Simona Cussans** took on her additional marketing responsibilities with the reorganisation of the sales team last year. Another sports enthusiast, Simona holds a season ticket at Castleford Tigers rugby league club, but still finds time for socialising, shopping and cooking.



The final member of the sales team is office administrator **Tracy Aveyard**, whose 'backroom' influence has been instrumental in supporting the sales team since she joined the company in 2011. Tracy also provides administrative support to managing director Garth Imison, especially with HR issues. Away from the office she loves travelling, hill walking and socialising with friends and family.



Towards zero waste

Cromwell CEO James Lee looks at how to achieve waste management's 'holy grail'

As much as 50% of all worldwide food production never reaches a human stomach, according to the recent report 'Global Food Waste Not, Want Not', by the Institution of Mechanical Engineers.

The report found that up to two billion tonnes of food produced around the world each year remains unconsumed due to issues as varied as inadequate infrastructure and storage facilities through to overly strict sell-by dates, buy-one-get-one-free offers and consumers demanding cosmetically perfect food.



With UN predictions that there could be an extra three billion or so people to feed by the end of the century and an increasing pressure on the resources needed to produce food, including land, water and energy, the Institution is calling for urgent action to tackle this waste.

News of such profligate behaviour contrasted with the latest issue of 'Resource' magazine, with its annual league table of local authority performance based on the amount of residual waste per capita, the magazine's own preferred indicator of zero waste.

As has been well reported elsewhere, as a nation we are now recycling more and generating less residual waste year on year. In 2011/12 we each disposed of 14.5 kg less waste than a year earlier, much of it (more than 10 kg, according to the magazine) because we are generating less waste in the first place, rather than as a result of improved recycling performance.

WRAP, the Government funded body whose goal is "a world without waste", reports that while UK households produce 7.2 million tonnes of food waste a year, food manufacturing accounts for 3.2 million tonnes, retail and distribution for only 0.37 million and the hospitality sector for just 0.7 million tonnes.

Spurred on by these findings, I decided it was time to revisit Cromwell's own waste arisings, given our aim of achieving zero to landfill by 31 March 2013.

Rummaging through the bins we identified plastics, cardboard, broken wooden pallets, warehouse sweepings, a small amount of food waste and several bags of disposable nappies - more of which later.

We already recycle plastics and cardboard on an industrial scale, though we do not, it appears, capture all of this resource from every area of our operations. The installation of additional recycling bins and bag holders soon provided a quick fix, so we're now segregating waste by type ready for baling. Simultaneously, by reducing the number and size of residual waste bins, our employees are 'encouraged' to use the alternative recycling bins.

Our pallet supplier can take the broken pallets, which are chipped and sent to an EFW plant. With no commercial food waste collection scheme for such small amounts, the little that we generate may be a challenge.

Daily testing

We also need to tackle those nappies, though we have yet to find a scheme to take these on a small scale. We carry out daily testing of refuse sacks - including the wet nappy drop test - to ensure conformance to the CHSA refuse sack standard. The 'used' nappies are a casualty of the process, as they become redundant after several test drops. We need an alternative, environmentally friendly solution for the controlled tests but this will require rewriting of the CHSA standard itself.

Using any method of reporting local authority performance against landfill diversion targets, it is clear that those with food waste collections are among the top performers.

Local authorities are more likely to be successful when a scheme roll out has been preceded and accompanied by a well-run campaign of public information and education, which is as important as the selection of the most appropriate, quality hardware and consumables (boxes, bins, bags).

Where schemes have not been so successful, whether through poor participation or unacceptable levels of contamination, the task becomes more laborious as it is always



more difficult to re-educate householders with ingrained 'bad' habits. In such cases both the local authority and the public may be disillusioned and a successful re-launch may be required to gain a more solid footing.

Whether you're measuring a reduction in landfill waste or a decrease in residual waste, Cromwell has answers to many of the issues you will be facing, solutions to some of the problems and the willingness to help share best practice - whether you are looking to improve an existing scheme or implement a new one.



Competition corner

Congratulations to Mark Thomas at Hugh Crane (Cleaning Equipment) Ltd for successfully providing the name of the new easy-to-open bag that made its debut on Cromwell's stand at the RWM exhibition (The K-bag®).



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.

Just list all three weight variants in Cromwell Polythene's new ensa™ range of refuse sacks and email your answer, 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 April, 2013.

TIP: There are three weights available and you'll find the correct answer in this issue of The Cromwellian.

Good luck!

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