

WINTER 2012

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NEWSROUND

THE NEWSLETTER OF AYLESFORD NEWSPRINT

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A STEP IN THE BRITE DIRECTION

Earlier this year Aylesford Newsprint launched "Renaissance Brite", an Improved News with a 68 iso brightness.

Renaissance Brite, now part of the Aylesford Newsprint portfolio, is a brighter, 100% improved news sheet which means that Aylesford can now move into the developing marketing materials sector. Brite is ideal for the production of marketing materials and promotional campaigns from retail companies such as Tesco and Argos, as well as other published magazine sectors and those printed on heatset presses.

It will also enable our existing newspaper publishers to print supplements in house on their existing coldset presses, which have in the past been outsourced to heatset printers.

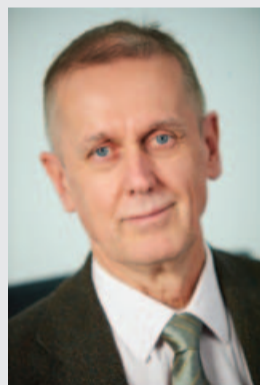
The move into this new market reflects declining newsprint consumption as digital technology is seen to increase and advertising migrates from the daily newspaper to on line platforms.



"Although people will continue to buy and love their daily and weekly newspapers, we have to recognise that some people are choosing to find their news either online or through hand held devices like iPads and the smart phones," said Gemma Barratt, Head of Recycling at Aylesford Newsprint. "For this reason we have carried out research into future trends and markets and are bringing new products to market which will ensure that we can continue to find a secure and growing market for our end product."

Renaissance Brite is the result of 18 months of research and development. It will provide customers with a 100% recycled high bright improved news sheet suitable for printing high resolution colours and graphics. Publishers and printers producing retail marketing materials have a preference for a higher brightness grade of paper to showcase their products.

Renaissance Brite (left)



AYLESFORD ANNOUNCES NEW MD

Mark Lunabba, President of SCA Laakirchen, has been appointed as Aylesford's new Managing Director, taking over from Bengt Blomberg. Mark will retain his position as President of SCA Graphic Laakirchen AG but local management will assume day-to-day responsibility for operations in Laakirchen.

GEMMA HEADS RECYCLING TEAM



Gemma Barratt has been announced as the new Head of Recycling, taking up the reigns from Andrew Perkins. Gemma, who joined the company in 2006, was previously Aylesford Newsprint's Recycling Operations

to be taking on her new role, but explains: "I will have an excellent team both out in the field and at the mill whose combined efforts will be focused on supporting our suppliers and partners, both existing and new, building relationships to secure the continuous supply of good quality material and ensuring Aylesford's enduring reputation for service excellence is maintained".

Gemma also stressed that while the new strategy will evolve, the department's suppliers and partners were unlikely to notice any major operational changes. "Because I have been with Aylesford for the last five years and have worked closely not only with current Head of Recycling, Andrew Perkins, but the entire recycling team, we are all aligned in how the department works and how it will move forward," she said.

Before joining Aylesford Newsprint Gemma, who has a degree in Environmental Studies, was part of the Guildford Borough Council recycling department and had previously worked for Surrey Waste Management, now SITA Surrey.

Manager responsible for the Recovered Fibre Store and management of recovered paper on site. As Head of Recycling, Gemma will lead both the Area Manager team, sourcing material across the UK, and her existing Operations team. This integrated approach will provide an essential management link between the supply and production teams, maximising efficiencies, communication and quality. Gemma will also oversee key infrastructure developments which will positively impact on day-to-day operational activities.

Gemma acknowledged that it's a challenging time

WELL DONE KENT!

No less than six of the county's mayors and four of the county's council chairmen visited the Aylesford mill to see exactly what happens to the newspapers and magazines collected through their kerbside recycling schemes and paper banks.

During 2010, Kent district and borough councils delivered 11,000 tonnes of paper to the mill. In just a week this paper will have been reprocessed into new newsprint, delivered to publishers and used to create new newspapers.

The tour coincided with the announcement that Aylesford Newsprint has been awarded a contract by Thanet District Council for the supply of paper from the council's paper bank scheme. Aylesford Newsprint will manage the council's existing paper banks and will also deliver 17 new banks into key locations such as the Palm Bay car park and Trinity Square car park.

Commenting on the new contract, Councillor Doug Clark JP, Chairman of Thanet District Council, said: "We're really looking forward to working in partnership with Aylesford Newsprint.



The Kent Mayors

Recycling is essential and the reprocessing of paper collected at the kerbside and through paper banks is a mainstay of our service. Seeing where and how the paper is processed, and that it takes place so close to home, is really impressive. We're certainly doing the right thing with our paper."

The mayors and chairmen visiting the mill came from the following areas of Kent: Tonbridge and Malling, Sevenoaks, Thanet, Shepway, Dover, Maidstone, Broadstairs and St Peter's, Margate and Bexley.



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TOP MARKS

TWO AYLESFORD SUPPLIERS, HILLS WASTE SOLUTIONS AND TONBRIDGE AND MALLING BOROUGH COUNCIL, HAVE BEEN PRESENTED WITH QUALITY AWARD CERTIFICATES FOR THEIR CONSISTENT SUPPLY OF TOP QUALITY RECOVERED PAPER.

A DECADE OF QUALITY COLLECTIONS FOR HILLS



Dave Moore, Aylesford, presents John Chapman, Hills, with 150,000 tonne quality award.



The Hills Waste Solutions team with Dave Moore (right)

Hills Waste Solutions has helped Wiltshire residents to recycle 150,000 tonnes of newspapers and magazines in the last decade. That's almost one tonne of recycled paper for every household in Wiltshire

Instead of going to landfill, the used newspapers and magazines are collected and sorted by the Hills Waste Solutions team and delivered to the Aylesford Newsprint paper mill.

To celebrate the delivery of the 150,000th tonne of Wiltshire paper to the mill, the Hills Waste Solutions recycling team sent two teams to visit Aylesford to see exactly how the paper is processed. Over the course of two visits, both funded through Aylesford Newsprint's Quality Bonus Scheme, 23 members of the Hills Waste Solutions team were given a tour of the mill. They were shown the paper being delivered,

pulped, cleaned and then dried to form new reels of newspaper. They then saw how the paper is cut and dispatched to meet the requirements of national and regional newspapers throughout the UK, into Western Europe and other international markets.

Working on behalf of Wiltshire Council, Hills Waste Solutions operates a kerbside collection scheme for all of the county's householders. Participants collect their recyclable materials in a single box and these are then sorted at the kerbside into separate compartments of the collection vehicle by Hills Waste Solutions operatives. It's these team members that ensure all of the materials are kept clean and separate, so increasing the materials' value and "recyclability". Hills Waste Solutions also manages the county's bring banks and a schools paper banks scheme.

The paper from these banks is also delivered to Aylesford Newsprint.

Commenting on the visits to the Aylesford mill, Cliff Carter, Recycling Manager for Hills Waste Solutions, said: "It's really important that the collection teams see how the materials that they sort are used. The Aylesford paper mill is an impressive example of efficient UK recycling; it relies on good quality, clean materials in order to recycle the used papers and magazines into new newsprint. While the householders are responsible for the initial decision to recycle, it's up to our team to make sure the material is properly sorted and of the right quality. Bringing the collection team to the mill highlights the need for quality in all areas of our recycling activities and helps the teams to put this into action."

Hills Waste Solutions has been delivering its

recovered newspapers and magazines to Aylesford Newsprint for more than a decade. "We have an excellent relationship with Aylesford – they're always helpful and responsive, making it really easy for us to do the very best we can with Wiltshire's paper," said John Chapman of Hills Waste Solutions.

Dave Moore, Area Manager for Aylesford Newsprint, added: "The paper that we receive from Wiltshire is always of excellent quality. The Hills Waste Solutions team do a great job sorting the paper at the kerbside and collecting additional paper from school and municipal paper banks. It's no surprise that we're celebrating this delivery milestone and we're keen to help both Hills Waste Solutions and Wiltshire residents recycle even more in the future."



QUALITY REWARD

During a visit to the mill, Mayor of Tonbridge and Malling Borough Council, Cllr Brian Luker, was presented with a recycling award in recognition of the Borough's excellent recycling performance.

All newspapers and magazines collected through the Council's kerbside collection scheme and local paper banks are delivered to Aylesford Newsprint. In 2010 the Council's waste and recycling team delivered 4,150 tonnes of paper to the mill.

While the quantity is impressive, the quality of the recycled material is equally important. The paper delivered by Tonbridge and Malling is consistently clean, fresh, dry and contaminant-free and the Aylesford Newsprint Quality Award reflects this continued commitment to recycling excellence.

L-R Ian Broxup [Financial Director ANL] Cllr Brian Luker [Mayor of Tonbridge and Malling Borough Council] and Gemma Barratt [Head of Recycling ANL]

Ian Broxup, Financial Director at Aylesford Newsprint, presented the award to Cllr Luker. Commenting on the award, he said:

"Tonbridge and Malling has been supplying Aylesford Newsprint with top quality newspapers and magazines for more than 15 years. The Borough's residents clearly understand how to recycle effectively and we are delighted to recognise this."

Accepting the award, Cllr Luker added: "I'm delighted to accept this award on behalf of all the residents of Tonbridge and Malling who are so committed to recycling their magazines and papers. It's good to know that so many people are doing their bit to help the environment by making the most of the Green Box scheme."

AT THE MILL

NEW SCHEME DELIVERS 66%....



Newspapers and magazines collected from West Oxfordshire District Council's kerbside recycling scheme are now reprocessed into high quality newsprint at the Aylesford Newsprint paper mill in Kent.

In a contract signed with waste management company May Gurney Environmental Services, Aylesford Newsprint was selected as the destination for the recovered paper from the kerbside sorted collection programme recently instigated by the council. The contract will not only ensure that the material is recycled in the UK, but will also deliver best value and give the council the ability to display a clear audit trail of where and how its recyclables have been used as a resource.

The contract covers 47,000 households, from which approximately 5,000 tonnes of recovered newspapers, magazines and other predominantly white papers will be collected and delivered to Aylesford Newsprint each year. When reprocessed, this will create 4,000 tonnes of newsprint annually.

To successfully manufacture newsprint from recycled paper, Aylesford Newsprint works closely with its collection partners to ensure that the recyclate is sufficient to deliver the clean, bright paper required by the UK's national publishers. Previously, a commingled collections scheme was in operation. The May Gurney team has introduced a new segregated collection, which is hand sorted at kerbside and is resulting in producing exactly the type of material required for the Aylesford process.

With dry recyclables collected weekly, and householders encouraged to keep materials

separate, the crews continually inspect the paper throughout the collection, ensuring that it is free from contaminants such as food waste, which can irretrievably stain the material. They also check for contaminants such as broken glass.

The new contract is a perfect fit for both Aylesford Newsprint and May Gurney Environmental Services; both companies have maximum diversion combined with maximum resource re-use at their core.

Cllr David Harvey, Cabinet Member for Environment, said: "Now our crews are sorting recycling at the kerbside, materials being sold to reprocessing companies are much cleaner and higher quality. We are very pleased that Aylesford Newsprint is so satisfied with West Oxfordshire's paper materials. With the kerbside sort method we are generating more income for the district which is good news for all our residents. Latest figures show that recycling rates are currently hitting 66%, which is one of the best in the country."

Nick Francis, Commercial Manager for May Gurney Environmental Services, said: "May Gurney has worked with Aylesford Newsprint for many years. We very much appreciate their emphasis on establishing long-term working relationships with suppliers together with their commercial understanding. As a result, together we have developed an excellent partnership which gives us a great outlet for our recovered paper. As an efficient reprocessor, Aylesford is helping us deliver improvements in West Oxfordshire and a number of other locations through an environmentally sound method."

ASHFORD KERBSIDE COLLECTION DELIVERS RESULTS

Recovered paper from Ashford Borough Council's extended Blue Box recycling scheme is being delivered into the mill.

Earlier this year the council extended its kerbside recycling scheme to 9,000 additional homes across the borough. Residents in urban areas and rural villages surrounding the town such as Smarden and Rolvenden received the Blue Box along with essential recycling information. The council also held a series of recycling roadshows across the area to increase awareness of the materials suitable for recycling and also participation.

With the expansion of the scheme, Ashford Borough Council told Newsround that it aims to not only increase recycling rates but also to help residents move towards a greener way of thinking. Mick Pearce, responsible for Street Scene and Open Spaces at Ashford Borough Council, said: "Reprocessing Ashford's recovered paper at Aylesford Newsprint is a logical step towards improving our recycling rates. As an efficient reprocessor Aylesford will help us deliver these improvements through an environmentally sound method.

"We are also pleased to continue expanding our recycling scheme with Aylesford due to its proximity to the borough as this will help reduce the councils' fuel consumption and importantly, our carbon footprint too."



PAPER CADDY INCREASES COLLECTION RATE

South Cambridgeshire District Council has changed its approach to kerbside recycling. The Council introduced a commingled system, but retained a separate paper caddy. The result has been an increase in the overall recycling rate, an increase in the quality of the recyclate collected and an increase in the amount of paper recovered.

In October 2010, waste management company AmeyCespa won the contract to sort all the recyclable materials from South Cambs. In an agreement with AmeyCespa, Aylesford Newsprint was selected as the destination for the recovered paper. The contract covers 61,900 households from which approximately 6,000 tonnes of recovered newspapers, magazines and other predominantly white papers are delivered to the Aylesford mill for reprocessing each year.

Under the new system, householders put all of their recyclable materials except paper into the main body of a new 70 litre blue wheelie bin. The blue bin has a detachable caddy which is located in the top of the bin, into which residents place paper. Specially designed, split-body

vehicles collect the recyclables and maintain the separation between paper and other materials.

South Cambridgeshire District Council moved from source segregated to commingled collections to encourage residents to recycle more by making it easier to participate. As a result the participation rate across the district has increased to 92%.

Stuart Harwood-Clark, Environment Operations Manager for South Cambridgeshire District Council, said: "By making it easier for our residents to participate in recycling we have significantly improved both the quantity and quality of the materials we collect. As a result, the materials being sold to reprocessing companies are much cleaner and higher quality."

Mark Shelton, Waste Promotions Manager for AmeyCespa, said: "We chose Aylesford Newsprint partly for historic reasons, since both AmeyCespa and South Cambridgeshire District Council have worked with them in the past. We also have existing supply contracts which have been in place for several years and we knew that Aylesford Newsprint provides a good and reliable service which we are very happy with."



IN FOCUS: SUCCESS COMES IN ALL SIZES

Fleet Recycling Ltd. first met the Aylesford Newsprint team at the Recycling and Waste Management (RWM). By a happy coincidence, Aylesford discovered Fleet Recycling to be located just 16 miles away from the Aylesford plant, and thought it sensible to take advantage of their local connections. Fleet Recycling began delivering loads into the Aylesford mill in October 2010 and though it began as a trial, the two companies still continue to work together.

Formed in 2009, Fleet Recycling's key motivation is to save thousands of cubic meters of landfill space by complementing and expanding existing recycling practices. Joint Director at Fleet Recycling, Jon Ward has been involved in recycling for nearly two decades and explains how companies can save considerable amounts of money. "We've just been awarded a commercial contract which covers paper, card, metal, pallets and a high proportion of plastics. In the short time that we have been working with this client we have increased recycling by 80%. Landfill used to cost them around £20,000 a year, we've cut that to just £1,000."

A self proclaimed 'one stop shop for all your recycling needs', Fleet Recycling advises its customers on more than just paper recycling. Collectively, the company advises on all aspects of waste management, tackling plastics and residual waste as well. The company also considers what portion of the waste can be recycled, the quality needed for reprocessing, and the residual waste that can go to energy recovery.

"Fleet Recycling is a small company – and we want to stay that way. We've already won some good contracts, servicing some big newsprint press houses, but we're not out to conquer the

world. We're concentrating our efforts on Kent – and we're focusing on providing excellent waste management advice together with a great service. Our ethos is to help our clients and in doing so we will keep our clients for years to come."

Jon started the company in August 2009. "I reached that age where it seemed sensible to set up my own company – I had the experience, I just needed to see if I could do it." Fleet Recycling is now attracting attention from a variety of commercial and community organisations across Kent who want to reduce their waste impacts through increased recycling, simultaneously making significant cost efficiencies.

Fleet Recycling is also working with Kent Community Recycling and several local scout groups to help them provide recycling collections while raising money. The company understands that the more it can work to help community and commercial organisations raise the quality of their materials collected, the better the financial rewards. "Part of our solution is around education, if you keep the product clean then it has a much better value. Our customers seem to understand this and I hope it's a trend that continues."

Gemma Barratt, Head of Recycling at Aylesford, and the person who first met Jon at RWM, is really pleased to see the two companies working together. "Fleet Recycling is a great company to work with and they demonstrate that there's room for all shapes and sizes of operators in this business. I'm so glad they came to our stand and am looking forward to working with them for many years to come."

INTRODUCING: THE RESOURCE ASSOCIATION

Aylesford Newsprint has been announced as one of the founding members of the newly formed Resource Association. Launched at the Houses of Parliament on 8th November, ex-WRAP Director Ray Georgeson, the Association's Director, said that the group would promote "... the quality and usability of secondary resources as the primary issue, rather than the merits of one collection method over another".

The association also aims to highlight the reprocessing and recycling industries' contribution to carbon reduction, employment

and economic development; promote resource integrity and closed loop systems; and engage with local authorities and their service providers to develop improved recycling to positively impact on the quality of feedstock supplied to manufacturers.

Commenting on the launch of the association, Gemma Barratt said: "The association is taking a very pragmatic and positive approach to recycling and we are really excited to be involved in it from the outset. We really appreciate its focus on quality above collection methodology."

TALK TO THE TEAM

If you've got a question about paper recycling, the Aylesford team are here to help. We can help you with kerbside collections, paper banks, logistics, quality, sorting – and so much more.



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Yvonne Fisher
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For general enquiries, please call the department on: 01622 796191 or email recycling@aylesford-newsprint.co.uk.

IN THE SPOTLIGHT WITH GEMMA BARRATT

This month we feature our very own Gemma Barratt who has just taken on the role of Head of Recycling.



- 1. What are your hobbies and interests?**
Eating, socialising with friends, country walks and messing around in my garden.
- 2. Do you have any pets?**
No, looking after myself is enough of a challenge.
- 3. Do you recycle and if so what?**
I live in Tunbridge Wells and have a very comprehensive kerbside collection system which I use religiously. I've got to say, the glass bottles alone that I take to the local bring banks must increase the Tunbridge Wells recycling rate by at least 10%!
- 4. How would you improve the recycling industry?**
By increasing transparency about recycle end destinations.
- 5. What's your favourite film?**
Cinema Paradiso.
- 6. Currently reading?**
The Girl Who Kicked the Hornets' Nest by Stieg Larsson.
- 7. Three things that you couldn't live without (family is a given!)**
Sunshine, my lovely friends and curry.
- 8. Childhood ambition?**
To work in a sweet shop. I'm not sure that the business would have been profitable.

- 9. Describe yourself in three words?**
Bossy. Bossy. Bossy. (No one dares comment on this!)
- 10. How would you spend £1 million?**
Carefully.
- 11. Your funniest moment?**
There are so many – almost all of them embarrassing. Most recently I was at the mill walking round outside while deep in conversation on my mobile. I tripped over a kerb and fell backwards into a bush, but got quite trapped by the branches and struggled to get out. Once released, I looked round quickly to see if anyone had seen me, only to see one of my team leaders laughing hysterically.
- 12. Your best moment?**
I suppose it has to be finding out that I'd got my new job.
- 13. If you could change one thing?**
It has to be the current economic climate.

WITH AYLESFORD – YOU WIN!

You could win a £50 Marks & Spencer voucher by entering our wordsearch competition.

To enter, find the eleven paper recycling words listed below hidden in the puzzle and circle them on the grid. Beware, one of the words is missing – you need to put the missing word in the box.

Once you've completed the puzzle, simply fill in your details and send them together with the puzzle grid to: Aylesford Competition, C/O Quantum Public Relations, Suite 4 Invicta Business Centre, Monument Way, Orbital Park, Ashford, Kent TN24 0HB.

Closing date: 29th February 2012
The winner will be notified by phone or email.

E	Y	T	I	L	A	U	Q	C	U	T	Z
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A	T	G	D	W	J	V	F	X	S	N	P
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Z	N	L	P	D	F	R	S	A	E	V	P
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RECYCLING, ENVIRONMENT, RECOVERY, PULP, MAGAZINES, RESIDUE, NEWSPRINT, TONNES, PAPERBANKS, QUALITY, STEAM, FIBRE

MISSING ANSWER:

Name:

Job title:

Organisation:

Phone:

Email:

Address:

The judges' decision is final. Only one entry per person please, although you can photocopy the grid to allow multiple entries within your organisation.