



NEWS RELEASE – 31 October 2011

Wiltshire residents reach paper recycling milestone

Wiltshire residents have recycled 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 recycled by Wiltshire residents through either the kerbside collection scheme, bring sites, schools paper banks and household recycling centres. All this paper is then further sorted by the Hills Waste Solutions team and delivered to the Aylesford Newsprint paper mill in Kent. In as little as seven days from when a Wiltshire resident has recycled a newspaper it can be pulped, dried, turned into new quality newsprint and be back on sale.

To help ensure that that recycling put out by Wiltshire residents continues to be put to the best use, key members from Hills Waste Solutions have been given training sessions at Aylesford's mill. The training will make sure that the high standards of recycling are maintained with the expansion of kerbside services in Wiltshire.

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. It means the fantastic efforts by Wiltshire residents are put to the best use.

"It's up to our team to make sure the material is properly sorted and of the right quality. Kerbside collection and sorting is a key factor in achieving this quality. The training received



at the mill highlights the need for quality in all areas of our recycling activities and helps the teams to put this into action.

“We were able to see 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. People in Wiltshire can be confident that their recycling is working.”

Working on behalf of Wiltshire Council, Hills Waste Solutions operates a kerbside collection scheme for residents in north, south and west Wiltshire and, from November 2011 will also carry out the service in east Wiltshire, thereby serving 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. Approximately 60% of all householders in Wiltshire participate in the council’s kerbside recycling scheme.

Wiltshire’s recovered newspapers and magazines have been delivered to Aylesford Newsprint for more than a decade.

Dave Moore, Area Manager for Aylesford Newsprint, said: “The paper that we receive from Wiltshire is always of excellent quality.

“Residents do a great job of participating in the kerbside service as do the operatives who are responsible for sorting the paper at the kerbside. It’s no surprise that we’re celebrating this delivery milestone and we’re keen to help Wiltshire residents recycle even more in the future.”

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Notes for editors

- Aylesford Newsprint manufactures 100% recycled newsprint and is one of the UK’s leading reproprocessors of recovered paper. Each year Aylesford Newsprint recycles more than 500,000 tonnes of used newspapers and magazines, producing 400,000 tonnes of newsprint. This is then used by many of the UK and Europe’s national and regional publishers for the production of daily and weekly newspapers. The Aylesford mill, which is located near Maidstone in Kent, recycles one in every seven newspapers bought in the UK.
- In as little as seven days the papers and magazines that are recycled by householders can be reprocessed and used once again to produce new newspapers. Paper fibres can be recycled approximately eight times. After this they become too short and are discarded during the recycling process.
- On arrival at Aylesford Newsprint, the newspapers and magazines undergo a contaminant and quality check. The paper is then loaded onto a conveyor which takes it



through a series of filters to remove small, common items such as staples. The paper is then pulped through the addition of water and cleaned. This process separates the paper fibres and removes glue, ink, dirt and oils. Bleaching agents are then added to brighten the mix.

- Clean and bright and suspended in a mixture called a “stock”, the fibres are then sprayed between the paper machine’s two plastic mesh belts. Working at a speed of 62 miles an hour, the paper machine squeezes moisture from the stock and then dries it using steam filled rollers. The fibres form a mesh and the result is a continuous sheet of newsprint.
- The paper machine produces “jumbo” reels of paper weighing approximately 45 tonnes. These are then cut into (on average) one tonne reels. These are then wrapped, labelled and dispatched to publishers throughout the UK, into western Europe and other international markets.

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