



## New Kerbie™ range leads RWM line up

Leading the line-up of Cromwell products at this year's RWM Exhibition (Stand 5T51) is the newly extended Kerbie™ range of multi-trip kerbside sacks for the collection of garden waste and dry recyclables.

Manufactured from recyclable woven polypropylene, which makes them tough and durable, the range includes a seagull and vermin resistant option. Waste stream colour coded, in line with common industry practice, and available in a range of capacities, typically 50 litres to 90 litres, Kerbie™ sacks are UV resistant and come with a weighted base option to ensure that they stay put after being emptied. All the sacks feature two carrying straps, as well as a tipping strap for ease of use and are easy to store and distribute. A generic recycling message is printed on both sides, with scope for additional printing in up to two colours.

Four bags make up the range – a 90-litre green bag for the storage and collection of garden waste or dry recyclables; a 55-litre blue bag, which comes with a Velcro fastening top to secure the used newspapers and magazines for which it is likely to be used; a 90-litre brown bag, also with a Velcro fastening top and intended for green waste; and the seagull and vermin resistant 180-litre black bag, which, too, is equipped with a Velcro fastening top, as well as a tie strap to secure it to fixed objects.

"Our Kerbie™ range now features a comprehensive choice of tough, durable sacks, which cater for every kerbside recycling need," says



managing director James Lee. "Woven polypropylene provides the perfect solution for a multi-trip sack that is designed to be used many times over," he adds.

### Professional range

Also on show at the NEC will be Cromwell's flagship Professional range of refuse sacks, which incorporates two industry standards that, between them, provide greater flexibility, both in performance and cost.

The Professional range includes sacks in 5, 10, 15 and 20kg design weights, which comply with the CHSA (Cleaning and Hygiene Suppliers Association) Manufacturing Standard Accreditation Scheme for plastic refuse sacks, as well as Cromwell's own ensa™ brand of 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. The ensa™ sacks are available in 8, 12, 18 and 18+ kg specifications, with several stock colours at 12 kg.

With its recent appointment by the Scotland Excel and Eastern Shires Purchasing Organisation (ESPO), the company is now an approved 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.

Cromwell also works with a substantial number of local authorities, providing them with stock and bespoke waste management solutions tailored to their individual needs. For some authorities the company takes product supply one stage further by administering council schemes on their behalf, supplying local residents direct, whether via an on-line e-commerce service, through an experienced telephone ordering function or by supplying local retailers through whom local residents may purchase refuse and recycling sacks directly.





## RWM

16 – 18 SEPTEMBER 2014  
NEC BIRMINGHAM

RESOURCE EFFICIENCY AND WASTE MANAGEMENT SOLUTIONS IN PARTNERSHIP WITH CIWM

### See us on Stand 5T51

# Coral, Pearl and Oyster – bags for all reasons

Cromwell's extensive range of pedal, square and swing bin liners has been re-launched as part of a deliberate policy to distance the company from those unbranded 'brown box' products, which are often manufactured to a lesser specification.

Three distinct brand groups have been introduced – 'Coral', 'Pearl' and 'Oyster' – which, between them, cater for a wide variety of applications, from 'Coral' entry level liners for light duty use, to the 'Oyster' range, which includes a dozen choices of heavy duty bags in assorted colours and capacities. The premium 'Pearl' range of extra white liners, includes draw-tape swing bin liners and a versatile T-shirt style (vest type) liner with tie handles, suitable for gym/swim kit use or as a fruit and vegetable carrier.

"The introduction of three additional Cromwell exclusive brands is part of a marketing strategy aimed at putting clear water between products such as these, where end users are assured that they are getting what they pay for and brown box goods that often fall short of customers' specifications and expectations."

All Cromwell liners are boxed and clearly labelled with key user information such as length, width, minimum net box weight and the number of sacks in the pack, assuring customers that "what's on the box is in the box."



The premium 'Pearl' range includes draw-tape swing bin liners

Stock items include 50% recycled polyethylene in the Pearl and Oyster ranges, as well as degradable options in the Oyster range.

The liners are available in polypacks or rolls, in capacities up to 50 litres, which will fit most bins, and from 2-5kg design weights.



## Liners provide powerful protection



**Cromwell's wide range of waste management products has been expanded with the introduction of Sansafe™ antimicrobial and scented liners, ideal for feminine hygiene and other sanitary waste.**

Manufactured with a unique blend of bactericides and fungicides, added during the film extrusion process, the bags provide powerful round-the-clock protection against harmful bacteria such as E.coli and Legionella, while a subtle lemon scent additive helps eliminate unpleasant odours, both inside and outside the liners. By using Sansafe™ liners the need to use a separate anti-microbial/bacterial product may be

eliminated in most situations, saving operatives time and cost.

Measuring 615mm x 590mm, Sansafe™ liners work by preventing microbial build-up, providing secure protection against degradation at the same time. The liners are packed in rolls of 25, 10 rolls per carton.

"Research among our cleaning and janitorial distributor network showed a real need for a competitively priced product and also meets our quality and sustainability standards," says managing director James Lee.

"We are confident that Sansafe™ liners more than adequately meet this brief."



## What a load of rubbish

**What does one month's worth of rubbish from one world-famous institution look like? And who would put it on public display for all to see?**

Artist Joshua Sofaer, whose previous projects have included teams racing around London gathering rubbish for Scavengers at the Tate Modern, a Rubbish Library in Japan and three months in Brazil working with 'catadores' – human scavengers of rubbish – is the creative force behind The Rubbish Collection, a "two-part art installation exploring the beauty, value and volume of waste produced over 30 days by the Science

Museum" (16th June -14th September 2014).

Part of its Climate Changing programme, The Rubbish Collection invites visitors to participate in the collection, sorting and documenting of the museum's rubbish over 30 days before continuing its usual journey to be processed for recycling or used to generate electricity.

Phase two of the project sees the rubbish back into the museum at different stages of processing for an eight-week exhibition examining the value of what we throw away in relation to what we keep.

As one of the exhibition's supporters,



Cromwell supplied recycled black plastic bags, as well as recycled plastic pellets, showing what the bags look like before they are extruded.

"It's clearly an off-beat idea, but a novel way, nonetheless, of focusing attention on sustainability and reuse," says James Lee. "We were happy to lend our support."



# Laundry bags and aprons herald a new

Water-soluble strip laundry bags and disposable aprons have been added to the range of products sold under Cromwell's exclusive Wave brand, complementing the existing Wave latex-free, disposable examination gloves for professional use.



Hygienic and cost-effective, for the safe containment of soiled linen, the water-soluble strip laundry bags are manufactured to Cromwell's own standard, from virgin HDPE film incorporating LOWCO<sub>2</sub>T™ technology for a low carbon footprint. Available in 40-litre and 50-litre sizes, the bags incorporate a water soluble seal running the length of the bag and an alginate tie string for securing them when full. The strip and tie dissolve in the wash cycle (hot or cold) allowing the contents to discharge into the wash.

The bag itself is taken out with the wash and may either be recycled, safely disposed of by landfill or burned for energy recovery in an EFW plant. Stock bags are supplied in cartons of 200, with four poly packs of 50 per carton.

## Aprons

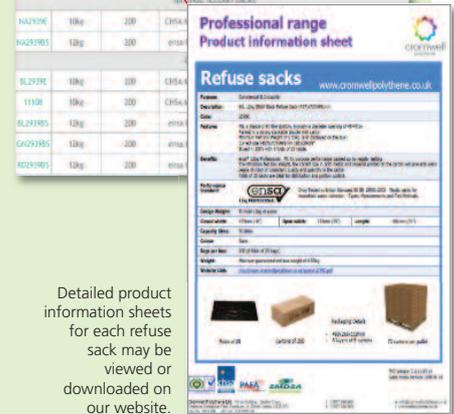
Wave full-size (685mm x 1060mm) disposable aprons are strong, yet lightweight and, like the gloves, incorporate Cromwell Polythene's exclusive LOWCO<sub>2</sub>T™ technology. Available in blue or white, with other colours made to order, the aprons are supplied either in dispenser poly packs or rolls of 200 for easy dispensing and are packed in outers of 1,000.



# Feature-rich web site goes live

Detailed product information sheets, making it easier than ever to identify the right bag for the job, are among a number of innovative features on Cromwell's new website, which has been updated and completely re-designed ([www.cromwellpolythene.co.uk](http://www.cromwellpolythene.co.uk))

Code	Design	Sacks per carton	Performance	Size (product)	Usage	Capacity (litres)	Net box weight
LD100	Big	200	assa Standard	18x24x19	●	10	5.06
LD10R	Big	200	assa Standard	18x24x19	●	10	5.06
HD10G2	Big	200	assa Standard	18x24x19	●	10	5.02
HD10G5	Big	200	assa Standard	18x24x19	●	10	5.02
HD10F2	10kg	200	CISA Medium Duty	18x24x19	●	10	4.14
HD10F2	10kg	200	CISA Medium Duty	18x24x19	●	10	3.44
HD10F3	10kg	200	CISA Medium Duty	18x24x19	●	10	5.75
HD10F3R	10kg	200	CISA Medium Duty	18x24x19	●	10	5.75
HD10F3	10kg	200	CISA Medium Duty	18x24x19	●	10	5.75
HD10F3R	10kg	200	CISA Medium Duty	18x24x19	●	10	5.75
LD10K	12kg	200	assa Professional	18x24x19	●	10	6.55
LD10K	12kg	200	assa Professional	18x24x19	●	10	6.55
HD10B1	10kg	200	CISA Heavy Duty	18x24x19	●	10	7.59
HD10B1R	10kg	200	CISA Heavy Duty	18x24x19	●	10	7.59
HD10B1	10kg	200	CISA Heavy Duty	18x24x19	●	10	6.62
LD10A	10kg	200	assa Expert	18x24x19	●	10	6.05
LD10AR	10kg	200	assa Expert	18x24x19	●	10	6.05
HD10A1	10kg	200	CISA Extra Heavy Duty	18x24x19	●	10	8.51
HD10A1R	10kg	200	CISA Extra Heavy Duty	18x24x19	●	10	8.51



Detailed product information sheets for each refuse sack may be viewed or downloaded on our website.

The product information sheets, one for each sack or bag in the Cromwell stock portfolio, contain full specifications for each product, including purpose, code, special features and benefits, as well as design weight, minimum net box weight, comprehensive dimensions and how the products are packed.

"There are even photographs showing what the cartons look like and how many are packed on a pallet," says national accounts director Paul Fleetwood. "We're already finding how useful these sheets are and they're just one click away on the new website."

The new site also contains links to many external reference sources, making it an invaluable tool for buyers and users alike.



# Making the case for the plastic bag

Cromwell managing director James Lee was in good company when he made the case for the much-maligned plastic bag at the Plastics Recycling Expo pre in Telford.



Speaking at the two-day conference in June, where his co-presenters included Shadow Environment Minister Barry Gardiner MP, BPF recycling group chairman Roger Baynham and LARAC chair Andrew



Bird, James criticised the "attention-grabbing, shoot-from-the-lip sound bites, which have no substance," such as the reference by Peter Jones on



TV's 'Dragons Den', who described plastic carrier bags as "the worst environmental disaster this country faces."

On the contrary, his presentation restored some balance in the reporting of plastic bag use, highlighting the benefits they bring and the resources they help to save, conserve and even help recover.

A copy of the presentation, complete with notes, is available to download from the Cromwell web site.



# Bumper sales for **ECOPOND**<sup>®</sup>

**More than 33 million EcoPond<sup>®</sup> compostable bags were sold during Cromwell's first full year as UK distributor for the brand.**

Sales in November alone exceeded £250,000, boosted by the company's appointment to two potentially lucrative frameworks – Scotland Excel and the Eastern Shires Purchasing Organisation (ESPO) - which are in addition to existing framework agreements with Braintree, Warrington and the Yorkshire Purchasing Organisation (YPO).

Among several new EcoPond<sup>®</sup> contracts is an order for 25-litre sacks for Bury Council, where the recycling rate has risen from nearly 28 per cent to almost 46 per cent, one of the most improved rates in the Greater Manchester area. The sacks are being used in Bury's new food waste recycling scheme for schools, which has been adopted by most of the borough's 82 primary and secondary schools. The larger sacks are in addition to the council's substantial orders for EcoPond<sup>®</sup> five-litre kitchen caddy liners, used in its domestic kerbside food waste recycling scheme, which already covers 73,000 households and is being rolled out to flats.

Recycling and waste awareness officer Talat Afzal says that the 25-litre sacks are a key factor in successful recycling in schools. "Before we rolled out the programme we carried out an extensive pilot to determine the do's and don'ts of recycling in the school environment. The right size and type of liners were important factors, as was the micron level of the bags, which needed to be robust enough to withstand a busy catering kitchen environment. The EcoPond<sup>®</sup> sacks stood up to the trial very well."

## **Determined**

So determined is Bury Council to recycle every ounce of food waste, that in addition to the 25-litre sacks in its school kitchens, five-litre bags are strategically sited throughout school premises to collect plate scrapings from the dining area, fruit waste from key stage one pupils, lunchbox waste from older pupils and food waste from the staff room.

As to what happens to the collected food waste, this is sent to one of Greater Manchester's four in-vessel composters where, along with domestic garden waste, it is turned into compost for agricultural and horticultural purposes.

Not only is the school food waste recycling scheme providing a further boost to Bury's recycling rate, but it is also fulfilling an important educational role as pupils accept



Food waste from school staff rooms is included in Bury Council's recycling scheme

recycling as an everyday part of their lives and take that message home to their parents. "The council's experience, using Cromwell's five-litre compostable bags in our domestic food waste scheme, reassured us when we

selected the 25-litre counterpart. Although the scheme is still in its infancy, the take-up by schools has been really encouraging, the tonnages are building steadily and the bags are performing really well," says Talat Afzal.

*Cromwell Polythene is sole distributor for EcoPond<sup>®</sup> sacks among local authorities and the waste management sector in England and Wales. Used for the collection of kitchen and garden waste, the biodegradable sacks are supplied as five and seven-litre caddy liners, as well as 10, 25, 80, 140 and 240 litre sacks for traditional and wheeled bins.*

*Manufactured from starch or lactide acid-based derivatives of plant sources, the products meet the stringent requirements of the European composting standard, requiring more than 90 per cent of the plastic mass to be converted into biomass, CO<sub>2</sub> and water, without harmful residue. The range is made from a fully formulated bio-plastic, based on polyesters of polylactide acid (PLA) and other proprietary*

*ingredients, derived from vegetable material. Sacks fully decompose within the normal 6-10 week composting cycle.*

*For those councils who prefer to manage the re-ordering process themselves Cromwell has developed innovative solutions, such as packing rolls of compostable caddy liners in a polythene bag that hangs from residents' wheeled bins, thus protecting the liners from the rain, while also providing the council with a more convenient and hygienic means of delivery. Rolls of bags have an in-built 'more bags please' tag, for attachment to the wheeled bins when a replacement roll is required. The tags are compostable or can be recycled.*



## **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: What are the names of the three new brand



groups in Cromwell's range of pedal, square and swing bin liners?

Email your answers, together with your full contact details, to

[info@cromwellpolythene.co.uk](mailto:info@cromwellpolythene.co.uk), making

sure that we receive your entry no

later than the closing date of

30 September, 2014.

**Good luck!**

### **Cromwell Polythene Ltd**

Orion Building, Seafox Court,  
Sherburn Enterprise Park, Sherburn-in-Elmet,  
Leeds, North Yorkshire LS25 6PL



t: 01977 686 868

f: 01977 686 869

e: [info@cromwellpolythene.co.uk](mailto:info@cromwellpolythene.co.uk)

w: [cromwellpolythene.co.uk](http://cromwellpolythene.co.uk)