

Case Study – Leaffield Environmental

Company background

Leaffield Environmental manufactures premium plastic litter and recycling bins, agricultural products and highways street furniture using rotational moulding, a fast and efficient method which produces consistent high quality, hard-wearing and stress-free products. Located in Corsham, Wiltshire the company employs 60 full time equivalent staff. Annual revenues are approximately £6 million.

Customers span many sectors including commercial companies, schools, universities, entertainment venues, shopping centres and public sector institutions.

Issues

Historically, cup bins were just a small part of the overall Leaffield range, mainly due to the fact that there were no recycling schemes in place. So whilst cup bins represented the best way for customers to be able to collect used cups, so stopping them from quickly filling general waste bins, the cups still would have ended up being landfilled or incinerated.

Therefore, demand for these types of bins was relatively low but as the issue of cup recycling was beginning to break, Leaffield believed that there was a huge opportunity to capitalise on the demand once a solution had been found to recycle post-consumer cups.

Solution

In 2014, the Simply Cups scheme was established with the aim of tackling the 5 million+ paper cups used in the UK each year. The scheme understood that the issue of cup recycling could not be tackled by one organisation alone and, therefore, collaboration was required across the supply chain if it was to succeed in its objectives.

Segregating material at source is a critical part of any effective recycling scheme, and so Simply Cups knew they needed the support of the UK's leading bin manufacturers. This was welcome news to Leaffield Environmental who joined the scheme, from launch, in August 2014 and who was already benefitting from growing interest in cup recycling.

Over the last two years, Simply Cups has made huge strides in bringing to the attention of businesses, the public and the media the collective failure in tackling the UK's fastest growing waste stream. It has also successfully brought on board a growing number of high-profile brands and companies, and is now the leading voice in cup recycling.

This opened new channels of dialogue for Leaffield Environmental and the demand for its bins has never been higher.

Results

Since joining the scheme, Leaffield have seen a dramatic increase in demand for its cup bins, due largely to the explosion in interest for cup recycling.

What was a range of just two cup bins now comprises five models, one of which was developed together with a leading high street bank and which has, subsequently, implemented it throughout its main office buildings. The new Envirocup XL has been especially designed to accommodate larger coffee cups and includes a new liquid hub which can be easily removed for emptying and cleaning.

Leaffield has also just leased over 70 of their new Envirocup XL bins to the NEC Birmingham to coincide with RWM 2016; the UK's premier show for waste management solutions. RWM has now become the world's first event to recycle all its used cups, thanks to Simply Cups and Leaffield.

Leaffield has experienced a 35% increase in cup bin sales since joining the scheme and is now getting many more enquiries from businesses that need solutions to collect their used cups.

According to Justin Salmon, Business Development Manager for Leaffield Environmental;

"Previously, we found it very difficult to sell cup bins because there was no recycling service in place. We knew though that our customers genuinely wanted to recycle their cups because it improves their recycling targets, avoids waste going to landfill and enhances their environmental credentials. Now that there is a robust scheme in operation, through Simply Cups, there is a huge incentive for them to recycle their cups, which gives us the opportunity to help them find the best bin for their needs"

"Our growing partnership with Simply Cups, and the heightened media interest, has played a significant part in building interest and enquiries this year. This, together with the impressive growth in sales, will mean that we will be working ever more closely with Simply Cups in the future".