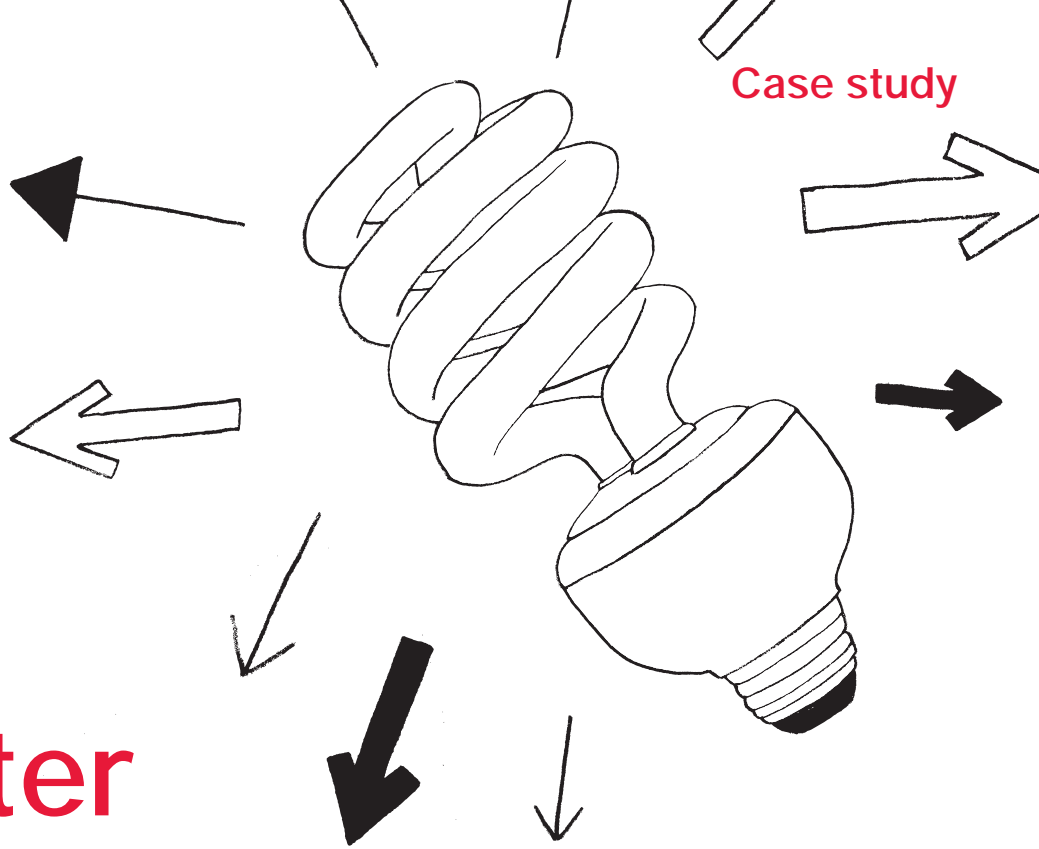


**Solutions
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Case study



The Potter Group

Yorkshire logistics company branches out into recycling

Selby-based Potter Group has increased Yorkshire and Humber's paper recycling capacity by 32,000 tonnes per annum after Resource Efficiency Yorkshire provided £54,000 to help the Group to purchase new baling equipment.

The Potter Group specialises in the baling and shipping of sorted waste paper and card. Its new state-of-the-art baler processes paper and card into 26 tonne bales that are then loaded into containers and onto freight trains for inland transport or export. The group currently bales all the waste paper collected by Selby District Council.

Nick Brightey, general manager at Potter Group said: "The new baler has allowed us to triple our baling capacity. We have improved our

productivity and have increased the maximum capacity of loaded containers by producing larger bales that fill them better. The new equipment also means we can now take in a variety of waste streams including plastics bottles and aluminium cans. This investment means we are offering a wider range of services to existing and prospective clients."

He continued: "Our baling and rail facilities mean we can present customers and partner organisations with a unique and effective processing and shipping solution that keeps environmental impacts to a minimum. Loading containers directly onto freight trains for transportation is an environmentally sound method of transportation because it reduces out the use of HGVs."

Mark Gregory, paper project manager at REY said: "REY has supported the Potter Group because it is committed to processes that reduce environmental impact and lower operating costs, in other

Benefits

- Diversion 32,000 tonnes of waste from landfill
- Initiative can generate a 58,240 tonne reduction in CO2 emissions in its first five years of operation.
- Reduces road miles travelled by waste material on the road
- Development of recycling hub North Yorkshire
- Local recycling solution for Selby District Council

Continues

