



Press Release
11th December 2009

Addison Ousebank shows its Green Credentials with PVC-U Recycling

"I find it astonishing that some people still don't know that PVC-U can be recycled." So says Ron Cox, of Bedford-based Network VEKA member Addison Ousebank, who is shocked that more installation companies don't tell their customers about the recycling opportunities available with PVC-U. "People are often critical of it, without realising the many benefits. If an average PVC-U window frame lasts a minimum of 30 years, and can be recycled up to ten times - that's a window with a 300-year lifespan.

' Part of being a Network VEKA member involves attending various training courses, and it was during a sales course that we were made aware of VEKA Recycling.

' We researched it a little bit further because, to be honest, it seemed a bit too good to be true. We were told that the bins would be delivered almost immediately, and we could put in any type of PVC-U, both old and new, complete with gaskets, handles and reinforcements but less the glass.

' We emailed VEKA Recycling to give it a go, and it has been plain sailing since then. We simply ring them when the bin gets full and someone comes and collects it for us.



' It's rewarding because we know we are helping the environment, but also, on a more realistic level, it saves the company money by avoiding landfill, and also gives us an impressive sales edge over our competitors. Customers seem eager to invest in improvements which won't impact negatively on the environment and we are proud to tell them their old frames will be fully recycled and not sent to landfill.

' Considering the poor economic climate at the moment, I don't know why more companies don't take advantage of this opportunity. I can assure anyone that it is definitely the most cost-effective option for old frames by a big margin, and there are no 'catches'.

Simon Scholes of VEKA Recycling said: ' Ron and his wife Colette were aware that both domestic and commercial customers are increasingly keen to buy from companies with a 'green conscience' and they were looking for a good way to demonstrate these values. They have set an ideal example that



all installers should consider following

Network VEKA's Dave Hartley added: 'Network VEKA is a bridge that links VEKA with the end-user, so it is natural that we do all we can to support installers in working with VEKA Recycling. Environmental issues are becoming increasingly prominent by the day, so it will give any installer the edge to be able to offer such a facility.'

Ends

For further information, please contact:

John Ogilvie, Network VEKA

Tel: 01282 473170

Fax: 01282 473175

Email: jogilvie@networkveka.com

Notes for Editors:

Network VEKA is a group of nearly 140 independent window companies that share a collective brand identity in return for upholding a series of rules governing quality, service and guarantees.

Its members share the common bond of using materials manufactured by VEKA plc. However, Network VEKA remains entirely self-governing by its own internal democratic process.