



Case study

The recycling habit

Who: School Stickers

Where: Birmingham

Recycling needs: Office paper and cardboard

The problem

Daniel Laurence, managing director of School Stickers – a postcard and sticker manufacturer in Birmingham - was aware that his office produced large volumes of paper and cardboard waste, all of which was going straight to landfill.

“As a company that designs and manufactures products, we inevitably end up with a lot of waste,” explains Daniel. “We print over 5 million postcards each year, and used to fill four enormous wheelie bins with refuse every week.”

Having long been conscious of the need to act sustainably, Daniel decided to look into recycling as part of a week long eco-drive at work. He found a local recycling service provider and contacted them for information about schemes they operated in his area.

The solution

Daniel was pleasantly surprised at how easy it was to organise a weekly collection of School Stickers’ recyclables. Staff just place cardboard and paper in recycling boxes located in the office, and the recycling service provider does the rest.

“I didn’t realise how convenient and cost-effective recycling was. Most of the waste we produce is now being recycled, which is brilliant! We’re even going to have to get rid of our huge wheelie bins, simply because we have no rubbish to put in them.”

For Daniel, one of the scheme’s added benefits is that recycling becomes second nature: “After we started the scheme at work, I took the habit home and try to recycle whatever I can.”

Key facts

80.6%

Recycled paper made up 80.6% of the raw materials for UK newspapers by the end of 2006.*



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The future

With the company now committed to recycling, Daniel is looking to expand School Stickers' collection service to include other materials.

"We produce over 50 million stickers a year," he explains. "So we are currently looking into whether we can recycle the waste sticker sheets too."

Pleased that he and his employees are doing their bit for the environment, Daniel encourages others to get involved: "I would absolutely recommend the scheme to other businesses. I've been so impressed that I've even been in touch with local schools to encourage them to consider using the service."

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Key facts

7 weeks

On average every person in the UK throws away their own body weight in rubbish every 7 weeks.*

*Source: Waste Watch

**Waste & Resources
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