

A Bristol wall and floor covering firm is in the vanguard of a new scheme to recycle unwanted PVC wall cladding material. St Phillip's-based Rudge Brothers & James (RBJ) is now a designated collection hub for Altro Whiterock's Recowall recycling scheme.

Installers can drop off their clean cuts at the firm's premises in Victoria Road, which will be reprocessed and reused in a variety of PVC products.

"The Recowall scheme is completely free of charge as well as being environmentally friendly," said RBJ's Jim Heal.

"The scheme represents significant cost savings as installers no longer have to pay to send off-cuts to landfill.

"Participants also benefit from compliance with Site Waste Management legislation and receive a certificate of commitment to recycling."

Previously it was thought to be impractical and impossible to recycle PVC wall cladding on a small scale due to the large volumes required by recyclers and the use of lead or tin based stabilisers within the products.

The scheme was made possible because of Altro's partnership with global PVC recycling company VEKA Recycling, and due to the fact Altro Whiterock products do not contain these ingredients.

The Recowall recycling scheme has now been rolled out to 10 collection hubs across the UK.

Rudge Brothers & James are one of the UK's leading installers of Altro Whiterock wall cladding systems.