

case study: pleasure beach, blackpool



recycling

Pleasure Beach, Blackpool has been a valued customer of Valpak Recycling (NW) Ltd since October 2007, when we successfully responded to their tender to provide a recycling solution for the collection and reprocessing of the cardboard generated from the world famous theme park.

With help from Group Purchasing and the Park Rangers, Pleasure Beach have redirected of over 150 tonnes of previously land filled materials into our recycling facility in Preston, Lancashire.

Valpak liaised closely with staff at Pleasure Beach to find out what was most important to them, and tailored our service to match their needs. Minimising landfill, reducing costs and possibly generating revenue were their main targets.

With this in mind Valpak have looked at ways of redirecting other recyclable materials from there waste stream and now collect and recycle - Card, Office Paper, Plastic Film, Plastic Bottles, Aluminium Cans, Steel Cans & Glass.

With the effort in source segregating materials onsite, Pleasure Beach has introduced revenue, dramatically reduced landfill costs, and more importantly played a large part and helping and improving the environment.

Moving into 2010 Pleasure Beach and Valpak Recycling will be looking at ways of further reducing there landfill, by offering more recycling points on site for their visitors and staff.

Furthermore, Pleasure Beach has also recently joined Valpak's Packaging compliance scheme for 2009.

valpak close loop solution

- Valpak provide a selection of containers and skips for our materials
- Their fleet of vehicles collect our materials from site
- They have a locally approved recycling facility, with ISO 9001 & 14001 accreditation
- Valpak offer monthly & yearly reports of collections and volumes
- Provide a full traceable audit trail of the materials from cradle to grave
- Offer a competitive and dedicated packaging compliance service

recommendation

“With the knowledge that Valpak can provide a competitive package, extremely good service, and offer a comprehensive recycling solution, we would have no problems in recommending Valpak Recycling to other businesses”.

“The Packaging Waste Regulations are complex but Valpak's compliance service have been very helpful, and the knowledge that we could contact their dedicated team for help was extremely useful”.

Valpak would also like to thank all the staff at Pleasure Beach for their hard work and for their continued support towards Valpak, and we hope to continue our services going forward.

