

Closing the Loop – Circularity Challenge Update

In our long-term plan cascade communication earlier this year, we highlighted our strategic choice to establish a sustainable business with a core focus on removing single-use plastic from our operation.

To reflect progress towards this goal, we identified five initiatives for 2021.

- W&N Oils Mediums & Varnishes relaunch in sustainable alternative packaging
- Switch to RPET vac forms across the whole group
- Root out plastic shipping materials – e.g. airbags & vinyl tapes
- Remove Plastic boxes on pencils and marker pen sets
- Introduce consumer recycling programme

One such initiative was to introduce a consumer recycling programme that better manages our product end of life. We have been working with Terracycle to develop this agenda with the aim of establishing the recycling scheme by the end of this year.

After significant talks and assessment of the makeup of our products, the Terracycle regulatory team has confirmed that they do not have the necessary capabilities or collaborations to be able to recycle our packaging. Their main concern is their ability to process the wastewater collected after washing out any residue product left in the tube or bottle during the recycling process.

Whilst this is a disappointing setback, it will not stop us! We are continuing to look at other opportunities that exist with the potential of setting up direct collaborations with waste providers.

We will also continue to examine the options to eliminate or replace environmentally hazardous chemicals through our R&D teams under the direction of Cris Cosgrave, Sustainable Innovation Programme Manager.

We will continue to keep you updated, and please do suggest any ideas that you have to overcome this challenge.

Please get in touch with Ajita in case you have any questions.