

Enviroglass™ Press Release

Shetland Recyclers Shine at London Show

Local glass recycling company, Enviroglass have returned to Shetland after a very successful national launch of their recycled glass products at Earl's Court in London last week.

Enviroglass, run by Shetland Amenity Trust, spent three days at the Ecobuild show in the capital with five hundred other exhibitors and over 20,000 visitors from all over the world. As Europe's largest show focusing on sustainability within the building and development sector, this was the perfect place for the launch and allowed Enviroglass to promote their products to architects, landscape designers, local authority officers, procurement managers, industry buyers and developers.

Products and services tackling global warming, sustainability, renewable energy, carbon reduction and other environmental challenges were on show, with Enviroglass leading the field in the recycled glass range of products.

Mick Clifton, Environment Project Officer with Shetland Amenity Trust said "The reaction to Enviroglass was truly amazing. We had many people and companies come to the show with the specific aim of seeing our products and discussing their projects with us. We also have a large number of follow up contacts to undertake including the possibility of us supplying one of the largest UK DIY chains – who were very impressed with our recycled glass pavers. What also struck us was the very large number of people who had Shetland connections or instantly warmed to us because we were from Shetland. I think they know that Shetland stands for high quality products and Enviroglass is no exception." The Ecobuild show organisers even featured Enviroglass in their promotional material and programme for the show.

Enviroglass attendance at the show was funded by the Scottish Government through the INCREASE Programme, which also assisted Enviroglass to design a new web site, produce leaflets and brochures and a new trade show display. Mick Clifton added "This is the end of phase one of our new marketing programme. We intend, over the next few months, to make contact with a significant number of UK project providers, architects and designers to let them know about our environmentally friendly products made from Shetland's waste glass. It is our aim to expand our operations at Cunningsburgh and to continue to provide the industry with high quality recycled glass products."

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