

# Thorntons Recycling

## Waste Recovery Operator of the Year - Commercial



Founded in 1979 by Pdraig and Carmel Thornton. Thorntons Recycling provides waste management, recycling and recovery services to over 5,500 commercial customers predominately in Dublin, Meath, Kildare and Wicklow.

We pride ourselves on being one of Ireland's most progressive and innovative recycling companies with an impressive company recycling/recovery rate of 88.13% in 2018. This has been achieved with a dedicated workforce of over 500 and through investment in Best Available Technologies (BAT), system development and facilities.

We have achieved year on year improvements of new machinery and growth in our fleet, which has helped our recycling rates with the goal of ensuring the maximum amount of waste is fully recycled or recovered as an Alternative Fuel (AF) source.

Thorntons Recycling do not own nor operate a landfill and therefore our focus is to maximise recycle and recovery of as many materials as possible throughout all of our facilities, some of which include:

- Materials Recovery Facility (MRF) and Solid Recovered Fuel (SRF) production facility at Killeen Road, Dublin 12 with an annual capacity up to 250,000 tonnes
- Compost facility at Kilmainhamwood, Co Meath - Food waste processed into Compost, with an annual capacity up to 40,000 tonnes
- Mixed Dry Recycling (MDR) Facility in Parkwest, Dublin 12 - Green recycling bin contents processed and segregated for further recycling. It has an annual capacity of 50,000 tonnes.
- Waste Plastics Recovery facility at Balbriggan, Co Dublin - Solid Recovered Fuel (SRF) production facility with an annual capacity of 50,000 tonnes.

An average of  
2,000 tonnes of  
Compostable  
waste collected  
per month

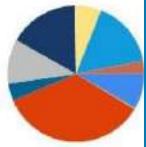
An average of  
2,250 tonnes of  
Recyclable  
materials  
collected per  
month



In 2018, our 5,500 commercial clients received an average of 90,000 services per month

Thorntons Recycling offer a 'One-Stop Shop' solution to their broad base of commercial clients including Croke Park, DAA, Diageo, and the RDS. Our services include a three bin service to commercial clients - red or black bin for general waste, a green bin for recyclables and a brown bin for food waste. New clients are educated with regard to reducing costs by recycling more and encouraging less waste for landfill. In 2018 we invested in a innovative software system, first of its kind in Ireland, for our commercial clients. Our Weighsoft system interconnects our processing, facilities, fleet, head office administration, weighing, and clients. Weighsoft also offers visibility and full traceability to our clients through an online portal allowing access to invoices, customer activity reports, recycling trends etc. The introduction of weighsoft technology has enhanced the 'one-stop shop' offering to our commercial clients, and is designed to further improve our commercial clients service experience through real-time information and online accessibility. The online portal will soon include options for our commercial clients to place orders for our waste management and recycling services.

## Waste Diverted From Landfill



Description	Diverted (tonne)
Bulky MMW	3.65
Combustible Waste Suit SRF/IN	0.10
Compostable Food Waste	15.09
Mixed Dry Recyclables	1.79
Mixed Municipal Waste	4.53
Non Infectious HealthCare Waste	7.14
Paper - Secure Shredding IN	2.70
Processed Cardboard i.e. Baled	6.90
Wood Packaging i.e. pallets	1.32
Recycled	43.21

Within Weighsoft, our communication process has become more client friendly and efficient. Clients receive automatic text messages should there be a change to their scheduled service. They receive pre-scheduled notifications from our credit control team. Monthly advanced waste reports highlighting recycling percentages, are issued electronically to our clients who also have access through the online portal. All new commercial clients are issued a 'Welcome Letter' which confirms their unique customer account credentials, pricing structure per waste type, service days and schedules, departmental contact details, and all listed services within our 'One-Stop Shop' solution. The commercial account managers role consists of;

- *Provide Ongoing Staff and Management Recycling Awareness, Education/ Training/ etc.*
- *Liaising and working with key areas such as cleaning and maintenance departments to improve recycling rates and reduce skip/bin movements where possible.*
- *Regular site visits to ensure agreed services are running as contracted (weekly, monthly, etc)*
- *Regular updates on legislative changes.*
- *Introduction of a Green Committee involving key staff where applicable*
- *Staff and Management "Buy in" through awareness and Affinity Schemes. Staff affinity schemes include reduced rates on household and skip services from Thorntons Recycling for staff and families.*
- *Introduction of best practice and continuous updates on new processes to aid segregation and diversion from landfill. E.g. introduction of compostable disposable options where appropriate,*
- *Promoting "recycle more = pay less" message*
- *Implement a "3 bin system" throughout all sites*



The company continue to train and educate clients on the importance of recycling correctly (putting the right items in the correct bin) and reducing single use plastics. We offer our services to promote these areas in client's workplaces and give educational talks about the importance of segregating waste correctly. Each client is assigned a dedicated Commercial Account Manager. Our goal with our commercial clients is to forge 'partnerships', we work closely with our clients to educate and encourage recycling awareness. We work in partnership to tailor recycling awareness campaigns, and assist our clients in planning awareness days at their sites. Literature/recycling information/fun facts/sponsored prizes and client initiatives are all part of the education and awareness days. The message is simple "the more you recycle, the less you pay". Colour coded posters/signage are issued in conjunction with the colour coded three bin system in both pictorial and written format.



We offer an 'open door' policy where we invite our clients to come and visit our facilities. This gives the client an overview of the process for handling various waste types to get a better understanding of the benefits of on site segregation. This can then be filtered through the departments and company to achieve better recycling rates. A number of short videos have been produced which give an overview of our facilities, which clients use during training and awareness sessions with staff. The videos are also available on the Thorntons Recycling Website [www.thorntons-recycling.ie](http://www.thorntons-recycling.ie).

Each client has their own way of reducing, reusing and recycling materials inside the company. For example, a number of clients have removed all non recyclable coffee cups and have replaced them with compostable cups, among other compostable kitchen utensils. They have also marked all materials with a colour coded system to identify which bin they should be deposited in.

Thorntons Recycling have produced new recycling bin labels for clients. These labels are based on the most recent recycling list created by Repak. These labels are easy to read and understand. They should help end users improve their recycling rates! These labels work in conjunction with our 3 Bin system. Repak's mission statement is "To meet member's obligations and to support Ireland in achieving the Recovery and Recycling targets for packaging waste generated each year." As a recovery operator, we strive to educate our customers on the importance of recycling correctly and reducing single used plastics. We offer flexible and varied service solutions to suit all of our commercial clients, throughout all business sectors.





We offer "Education & Awareness" programmes to our commercial clients. The basis of the training programmes is to encourage and educate clients to reduce the level of waste going to landfill and increasing the levels of recycling on site. Colour coded bin systems are implemented as follows to encourage on site segregation. We offer a red bin for the general waste, a green bin for the recycling waste and a brown bin for the compostable food waste. These bins are not only colour coded but they are labeled too with images of what material goes in each bin. The colour coded bins are mirrored internally and externally to avoid contamination. In larger organisations, we hold Green Awareness Days where we set up in staff canteens and host questionnaires/competitions. We encourage staff to engage in conversations about in-house recycling relevant to their department. As an incentive, we sponsor prizes on the day based on competitions on specific recycling initiatives relevant to each company.



## Doing the RIGHT THING for your Business or Place of Work



1. It's easy to sign up as a new customer

2. Place your waste items in the appropriate coloured bin

Is the item **Recyclable**? Is the item **Compostable**?

Everything else



Did you know that correctly separated, the majority of your waste will go in these two bins?



3. Your bins are collected



EXCELLENT SERVICE  
 Reliable & Timely  
 Value for Money

4. We run all our own facilities to oversee every step in the recycling process



100% Irish-Owned & Family-run Business

5. The contents of your green bin are sorted and separated physically and mechanically



6. Your bins are carefully processed depending on their contents:



**Creating SOLUTIONS** for your business

- Save time & energy by talking to our experienced team of consultants
- Access ready made training & awareness programmes for your staff.

**1 STOP SHOP**



Get in touch or see our website to find out how to reduce your waste bill today businesses



For large commercial/multisite clients, we have introduced innovative interdepartmental league tables which highlight recycling trends per department. These clients work in partnership with us to drive growth in recycling throughout their organisation. At the end of the year the department with the highest recycling rate is awarded 'Recycler of the Year.' This encourages competition within each department which ultimately results in greater recycling statistics and lower costs for the client.

Food waste to compost initiatives include visits to the Kilmainhamwood Compost facility for clients to witness the process of turning food waste into a Department of Agriculture approved compost. CSR initiatives also include a "compost bring back" system where Thorntons Recycling donates compost for use in sensory gardens, school gardens and or community allotments.



Skip Planters provided for client events and help to promote recycling and food waste to compost initiatives.

Staff canteen awareness days in partnership with commercial clients to help educate staff regarding recycling standards within the organisation. These days are designed to be fun and educational with some spot prizes and questionnaires on the day.



Green committee within commercial client organisations to promote recycling, sustainability, environmental initiatives.

Staff affinity schemes; reward staff and families with reduced rates for skip hire and household services

