

Black Country firm's groundbreaking tyre recycling process featured on TV

Report by **SIMON STONE**

A recycling and waste management firm operating in the Black Country plays a lead role in a new TV documentary about West Midlands businesses tackling climate change, broadcast to a worldwide audience of around 335 million people.

Credential Environmental, in Wednesbury, is a UK market leader in the collection and recycling of automotive waste such as tyres, brake and battery fluids, oils and catalytic converters.

The 70,000 tonne-a-year capacity plant in Western Way can shred up to 3,000 tyres an hour. Most of the shredded tyres are broken down again in a process known as cryogenics and the resulting powder-size 'rubber crumb' is being turned into artificial sports surfaces.

Credential Environmental's achievements now feature in the TV documentary "The Role of Business in Reversing Climate Change", made by the United Nations Global Compact organisation.

Broadcast on the CNBC channel in Europe, North America, Latin America, Middle East and Asia-Pacific as part of



Mark Hetherington, business development manager at Credential Environmental which plays a leading role in documentary the network's "Responsible Business Series", the programme highlights the low-carbon business initiatives co-ordinated by Advantage West Midlands. It can be downloaded at www.regency.org/resbus.html. Credential Environmental received advice and support the National Industrial Symbiosis Programme (NISP), a business-to-business waste exchange scheme funded by AWM. NISP introduced Credential Environmental to Field Track Incorporated, a US-based manufacturer, which agreed to buy three-quarters of the Wednesbury site's output and turn the rubber crumb into artificial sports surfaces. The new business opportunity generated £30 million worth of additional sales in its first year and process of over five million waste tyres.