



**WALES  
ENVIRONMENT  
TRUST** | Creating markets  
for recycle

## Barry College is first to use new technology to encourage recycling

### **Who's involved?**

The **Wales Environment Trust** and Reverse Vending Corporation.

### **Background.**

Reverse Vending Corporation is the leading UK Distributor and operator of Reverse Vending Recycling machines that utilise advanced technology to automatically identify, sort, collect and process used beverage containers.

The recycler simply places the empty bottle or can into the recycling machine and is guided through the process by the on screen help. The horizontal in feed system allows the user to insert containers quickly and easily.

The bottle or can is automatically rotated and scanned. It is then processed and crushed to reduce its size to a minimum ratio of 10:1 to increase storage capacity. To avoid spillages of any residue liquid there is a collection tray so there are no issues with vermin, bees, wasps etc. Any foreign objects are automatically rejected by the machine.

A large number of bottle/cans maybe received and the recycler obtains a rewards voucher which can be redeemed in store at a supermarket or alternatively used towards the purchase of an incentive product.

The Reverse Vending Recycling machines are accessible remotely, allowing technical updates, barcode databases etc to be changed by an authorised user via the internet anywhere in the World.

The materials collected has been reduced in size and separated, therefore creating a value commodity. The recycles are 100% pure and reduced in size, therefore creating savings on current waste management costs, creating a new revenue stream and avoiding unsightly and costly landfill .

### **Working with the Trust.**

Reverse Vending Corporation approached the Trust to see if they could be of any assistance in sourcing potential outlets for the RVM's ie; colleges, universities, shopping centres, sports arena's, businesses etc, anywhere with large volumes of people.

RVC also asked the Trust for marketing assistance, in particular PR, Welsh Media and copywriting.

Barry College has become the first college in Wales to install a recycling RVM which incentivise students to recycle their drinks containers in return for of a receipt that can be exchanged for a reward. The reverse vending recycling machines will also help the ancillary services staff at the college, who previously had to collect and sort refuse by hand. The recycling machines reduce the volume of waste deposited because each one can store the same amount as ten large recycling containers, similar to the ones found in supermarket car parks.

The Wales Environment Trust will manage RVC's PR activities with the aim of creating awareness through out Wales.

### **Achievements.**

- Diverting drinks containers away from landfill.
- Reducing waste management costs for colleges, universities, shopping centres etc.
- Increased public awareness of how reverse vending recycling in Wales can help the environment.



**Figure 1.** Reverse vending recycling machine. (reVend 300™)



**Figure 2.** Incentive voucher (reVend™)

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[www.reversevending.co.uk](http://www.reversevending.co.uk)