



CASE STUDY

CLIENT: MAJOR GLOBAL CONTENT DISTRIBUTOR

(Specific references for this and other projects are available in confidence)

OPERATION: COLLECT, SORT AND DESTROY LARGE TAPE COLLECTION, KEEPING MATERIALS FROM LANDFILL

The tapes were located at a remote rural site west of London and had been in place for some time, stored independently by a co-producer.

The challenge of loading hundreds of boxes and loose tapes to trucks only barely able to access the site, was considerable.

The tapes were sorted and any recoverable materials removed for re-use. All other materials – including around 40,000 cassettes – were processed through energy from waste technology, helping create power for local homes and businesses.

In all, 29 tonnes of media were kept from harmful landfill.

“This was a huge challenge both logistically and in terms of solution. As supporters of the ethical trading initiative, we were determined to do no harm to the environment – and our aims were underpinned by the method and execution provided by Media Recycling.”

*Media Recycling is now a division of UV&S