

GREEN & BLUE THE SHRED PROJECT

CIRCULAR ECONOMY

INTRODUCTION

Green and Blue are an eco-friendly company that designs wildlife products such as bird feeders, bat boxes and bee houses. With the launch of a new larger product range the company were keen to packaging options.

As an environmentally driven business, Green & Blue were keen to look at alternatives to standard packaging practices such as polystyrene or bubble-wrap and wanted to source an eco-friendly solution that aligned with their business strategy. Green & Blue identified a local supply chain with the potential to re-purpose used cardboard into shredded packaging material suitable for transporting products. Tevi undertook a feasibility study to assess the availability of cardboard and technical specifications of the machinery required.



GRANT AWARDED

£7694.45

Used to purchase
Industrial card
shredder & side
opening shipping
container

IMPACT SUMMARY

The machinery selected for this project is of a quality that will last for the lifetime of the business and ensure that Green & Blue products can be safely packaged using a circular economy approach. This project has removed material from the recycling chain in Cornwall and highlighted the value of used cardboard as a re-purposed packaging material.

Green & Blue are subsequently investigating the potential of developing cardboard shredding as a community hub project, where other businesses could drop their cardboard for re-use, as well as exploring a range of potential new applications for the shredded material.

BUSINESS ASSISTANCE

"The support we have received from the Tevi team has motivated us to go that extra step in turning our business into a certified B-Corporation where every decision balances purpose and profit."

We are now legally required to consider the impact of our decisions on our workers, customers, suppliers, community, and the environment".

*Faye Clifton
(Sales & Marketing
Manager)*

