

CELTIC & CO/ TOWAN PLASTICS RECYCLING COLLABORATION

CIRCULAR ECONOMY

INTRODUCTION

Celtic & Co. is a mail order business selling natural clothing and footwear. Celtic & Co. use natural materials in their products and are promoting slow fashion that have a long life with products that can be repaired and passed on. Furthermore, Celtic & Co. offer a repair and resole service to customers to extend the life of their slippers & boots. A factory in Newquay produces the majority of their sheepskin footwear and accessories however the manufacturing processes result in off-cuts of Ethylene Vinyl Acetate (EVA) plastic which is used on the soles of their footwear.

With support from Tevi, Celtic & Co. have developed an ambition to transition to a circular business model and committed to a three week online Circular Economy In-Depth Workshop which analyse potential circular solutions for their EVA offcuts. From prior investigation they were aware the plastic material could be repurposed in soft play areas for children or arenas for horses but had been unable to find a suitable, reliable collaborator.

Towan Plastic Recycling guarantees a traceable and transparent service to ensure no post production waste plastic is lost to environment, landfill, incineration or exported for management abroad. By collaborating with business', industry and manufacturers Towan Plastic recycling ensures the most sustainable plastic recycling solutions.

Towan Plastic Recycling Ltd. previously focused on developing new recycling models to ensure 100% High-density Polyethylene (HDPE) and Polypropylene plastic waste is recycled and repurposed into new products that are themselves 100% recyclable.

IMPACT SUMMARY

Participating in Tevi's 3-week online Circular Economy In-Depth workshop provided the knowledge, skills and resulting action plans that encouraged and enabled Celtic & Co. staff to seek out a collaborative solution to using their EVA off-cuts. Towan Plastic Recycling have provided Celtic & Co. with dedicated collection bins for EVA off-cuts and arranged a regular collection. This collaboration is expected to reduce waste contract collection costs for Celtic & Co. by up to 60%.

Having found a reliable partner to take the EVA plastic Celtic & Co. are continuing on their transition to a more circular business model by advertising additional take back schemes for items that have come to the end of their useful life and are ready to be repurposed into new products.

BUSINESS ASSISTANCE

"Having completed the Circular Economy In Depth workshop I was able to prioritise our transition to a circular business model. The support we received from Tevi has not only helped us to rethink the value of products but also saved us significant costs".

*Kath Whitworth
Director - Celtic & Co.*

