

# Case Study: Hull Flooring



**Recofloor**  
Vinyl Take-Back Scheme

## Hull Flooring - Working with retail to recycle

Commercial flooring company and Recofloor collector Hull Flooring is diverting tonnes of vinyl flooring from landfill by participating in the Recofloor scheme. With flooring contracts with large retail companies such as Halfords, BHS, HMV and WH Smith, Hull Flooring recognised the opportunity the scheme offers to save money and the environment by reducing waste disposal costs, a cost reduction that it is happy to pass on to its customers.

Sean Dawson, Managing Director of Hull Flooring says: "We saw a big added economic value to what we can offer our clients from recycling and we took this responsibility on board."

Halfords, Boots and BHS have both signed up to the scheme already, and other major retailers look set to join them. Hull Flooring is expert in carrying out 'live' store flooring renovations and it trialed the Recofloor system when re-flooring Halfords stores, completing 20 to date.



## How it works

Recofloor visited one operation to see the scheme in action. Implementing Recofloor is quick and easy, causing minimal disruption to staff and customers. The floor is uplifted using a turbo stripper machine and loaded into Recofloor bags stored on pallets, ready for collection whilst fitters prepare the floor and lay new flooring. Shelving and stock can be replaced immediately.

This process targets large areas sequentially, meaning it can be completed rapidly. Scheme co-ordinator Matthew Charlton explains: "Hull Flooring are very well organised and the whole operation was incredibly quick. The turbo stripper machine cuts through the old flooring like a proverbial knife through butter, and lifts it with minimal screed and adhesive attached - which is excellent as it meets the Recofloor specification perfectly.

The fitters work in small teams, loading the uplifted material into Recofloor bags as they go. As they come to the end of a cordoned off section of the floor, fitters have already begun laying the new floor at the opposite end!"



## Recofloor Rewards

Hull Flooring have been consistent achievers through Recofloor's award system netting them Gold Awards 3 years in a row and the Outstanding Achievement Award in 2012 (pictured right) for collecting 11% of Recofloor's tonnage in 2011. To date, Hull Flooring through store refurbishments and collections from their premises have diverted over 70 tonnes.





## Comments

Matthew continues: "It is fantastic to see large volumes of flooring coming through the scheme through refurbishments like this. By diverting the waste material from landfill, the environment will clearly benefit and companies like Hull Flooring are able to gain a competitive advantage through cost reduction.

"Instead of being buried in the ground, the material uplifted from these stores is recycled through Recofloor and used to make traffic management equipment such as cones and sign bases."

Left: Recofloor bags awaiting collection from a live retail site.

## Reasons to recycle:

- ➔ Demonstrate commitment to sustainability within the flooring sector
- ➔ Waste vinyl flooring off-cuts can be recycled and re-used in new flooring
- ➔ More than 500 Recofloor collectors and drop-off sites across the UK and Ireland
- ➔ Saves disposal costs
- ➔ 'Green credentials' can help win new business



For more information on Hull Flooring visit their website:

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

or call their head office on 01302 346620

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