



# INCREASING RECYCLING AWARENESS AT CROMPTON PLACE SHOPPING CENTRE

## Problem Identified

Crompton Place Shopping Centre has been open for over 30 years in Bolton Town Centre. The 300,000 square foot shopping complex holds many popular high street retailers and attracts approximately 180,000 visitors per week.

The management team at Crompton Place is strongly focused on environmental issues such as energy efficiency and recycling. In order to make the public aware of the centre's recycling collection responsibilities, they wanted to initiate a recycling collection point for different items. Recycling banks were needed to help create an "Environmental Wall" inside the shopping centre.

## Solution

A specially trained Glasdon representative visited Crompton Place Shopping Centre and demonstrated the Nexus™ 140 Recycling Bank. Six units with post-mounted sign kits were purchased for recycling mobile phones, ink cartridges, greeting cards, plastic bottles, cans and plastic bags.

Versatile Nexus 140 units have been designed for areas where a large capacity container is required for collecting recyclable waste. They have a modern, stylish appearance with clear, easily identifiable graphics and colour-coded apertures for easy segregation of waste. The unit's 140ltr capacity makes it ideal for collecting large amounts of recyclable waste. The post-mounted signs attach to the Nexus 140 to help create a recycling point, which is easily recognised by visitors to the shopping centre. Nexus 140 is easy to empty and clean with its large, front-opening, removable door, and the need to lift sacks during emptying is minimised. The unit is manufactured from self-coloured Durapol® material for increased strength and vandal-resistance.

## Resulting Benefits

Since purchasing the Nexus 140 recycling banks, Crompton Place Shopping Centre has been shortlisted for an Initiative Award for their environmental efforts. Thanks to the 'Environmental Wall', the feedback from the public has been positive and there has been good coverage about Crompton Place's recycling initiative in the local press.



## What the Customer Says....

**“ Since the introduction of the Nexus 140s we have recorded a significant increase in recycled items, which would not have been attainable without the Nexus 140. ”**

**Malcolm Angus, Centre Manager of Crompton Place Shopping Centre.**



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