

Case Study:

MCD Kidderminster



MCD Kidderminster boosts Recofloor in the Midlands

MCD Kidderminster, one of Recofloor's newest distributors in the Midlands, is off to a flying start having won two awards within nine months of joining the nationwide waste vinyl flooring recycling scheme.

Having signed up to Altro and Polyflor's takeback scheme in mid-2015, the company went on to win a Bronze Award and was named runner-up Best Newcomer in the annual Recofloor Awards in March 2016.



Aware of the success that sister companies MCD Wales & 3D Flooring were having with Recofloor in South Wales, MCD's management team was keen to learn more about the scheme and the added-value benefits, including lower disposal costs, for their customers.

MCD Kidderminster offers Recofloor members a handy drop-off service stretching across the Midlands to the Welsh border and

as far south as Bristol. Collection bins by the warehouse accept offcuts from fitters who receive smaller collection bags at the trade counter.

Customers flocked to MCD Kidderminster's first-ever Recofloor trade event in March and further promotional activity at Worcester Rugby Club in May attracted an even bigger crowd. This has increased Recofloor membership, which is further boosting collections locally.

MCD's signing up to the scheme inspired one of their customers, Droitwich-based family firm County Contract Flooring, run by John Hopewell and his son Ben, to take Recofloor on board too.



Comments

Tom Neville, MCD Kidderminster Contract

Sales: "Winning a Recofloor Bronze Award as quickly as we have and being runner-up Best Newcomer is just really exciting; it's an added string to our bow.

"In terms of Recofloor coverage, we have fitted the 'missing part of the jigsaw' in this area. Our customers have welcomed the Recofloor service and they think it's a good scheme – certainly the savings on landfill disposal costs are always well-received.

Comments (cont.)

“Signing up was very straightforward. Carla met our MD Paul Seldon and we were sold on the idea. As awareness has grown so has the number of customers who have come on board with Recofloor and the scheme is now working well for us.

“Distributors are vital to making Recofloor work because they connect with customers locally and can offer good service levels in terms of vinyl drop-off facilities. We’re looking forward to growing the scheme year on year.”

John Hopewell, Managing Director,
County Contract Flooring, Droitwich:
“Our eight fitting teams are all eager to take part in Recofloor and we ensure there’s no contamination in the bags. I would recommend Recofloor because it’s a saving. Anything that saves you money and also helps you to be a bit ‘greener’ can only be a good thing.”

Recofloor’s Carla Eslava: “MCD Kidderminster is a great example of how a flooring distributor can provide a helpful and sustainable service for their customers, while contributing to their own green credentials. We’re very proud of their efforts!”



For more information on **MCD Kidderminster** contact them on:

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www.mcdkidderminster.co.uk

Reasons to recycle with Recofloor

- ✓ Saves up to 75% on disposal costs and enhances green credentials that can help to win new business
- ✓ Demonstrates commitment to sustainability within the flooring sector
- ✓ Waste vinyl flooring offcuts can be recycled into new flooring and other products
- ✓ Join more than 650 Recofloor collectors and offer vinyl recycling drop-off points for your customers
- ✓ More than 3000 tonnes of waste vinyl recycled through Recofloor since 2009
- ✓ To find your nearest drop-off site visit www.recofloor.org



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