



# Polymax Recycling



## Enquiries skyrocket with online promotions

Increased international competition was the catalyst for plastic recycling specialist, Polymax Recycling to expand into recycling expanded polymers used for packaging. To assist with the promotion of the company's new niche and recycling offering, Polymax Recycling registered on the **BusinessRecycling** website in 2011, with impressive results.

## New recycling offering – new facilities – new business

To cater for the new market, Polymax Recycling established a new recycling centre in Milperra to

handle all forms of expanded polymers. The new process has been developed to keep recycled products and materials within Australia rather than being sent offshore for processing.

Polymax Recycling Director, Michael Dal Bianco, is a champion of the **BusinessRecycling** website, and says the business handles at least 2-3 phone calls a day from businesses who found Polymax Recycling through **BusinessRecycling**.

“There has been a particular surge since June 2012, which I believe is due to the introduction of the carbon price, as more businesses are now searching for recycling options and services to help lower their carbon footprint,” says Mr Dal Bianco.



“We are finding 80-85% of our enquiries are as a result of **BusinessRecycling**; we know, because businesses who call Polymax Recycling tell us that they found our service through the online listing.”

## Environmental, financial and social benefits

Polymax Recycling has achieved notable environmental outcomes, with approximately 45 tonnes of plastics diverted from landfill over the past year; the equivalent of 3,000 cubic metres, or the volume of an Olympic swimming pool.

When it comes to the financial benefits of recycling, Mr Dal Bianco says businesses are the real winners, as they save money in waste collections. However, there have also been overall positive financial and other benefits for Polymax Recycling since first listing on the **BusinessRecycling** website.

Socially, Polymax Recycling’s reputation within the industry and their local service area has improved vastly and there has been very positive feedback gained from service users and the wider industry.

Polymax Recycling now also sees a number of regular users due to their website listing; Action Installations, specialist installers of petrol station pumps, is one such business who has recently engaged Polymax Recycling’s services through **BusinessRecycling**.

## Contact

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**Michael Dal Bianco**  
Director  
Polymax Recycling



Make recycling at work easy! Visit **BusinessRecycling.com.au** to check out reuse and recycling options for around 90 different materials, find out how to choose the right recycler, download signage to help with recycling, and learn what other workplaces are doing to manage waste and improve sustainability.

Foundation Partner



Major Partner



Planet Ark’s BusinessRecycling.com.au is a partnership program that has been funded by the NSW Environment Protection Authority, and the Victorian Government.

Promotion Partners



The information included here has been provided to Planet Ark by the named business for the purpose of encouraging other businesses to recycle and ‘green’ their workplaces. Although we strongly applaud the actions outlined, Planet Ark does not necessarily endorse them or the specific business.

