

Wembley Goes Green

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Wembley Point (<http://www.wembleypointlondon.com>), the 21 storey landmark building fronting the North Circular Road in London is adopting a major new green recycling initiative. Targetfollow, the property investment and development company, is delighted to announce that a recycling scheme which will dramatically reduce waste and which will mean the adoption of a zero land fill/energy from waste policy, is to go live on the 23rd of March.

The scheme will also lead to savings in the cost of refuse removal currently standing at £2,000 per month, so it is not only greener but leaner!

In a recent survey Targetfollow found that environmental issues were one of the top four issues for its tenants, so the company has been investigating the best recycling service for its clients. The new service will mean direct collection of recyclable materials from the offices, so tenants will not have to go outside to communal recycling banks, which should maximise take up of the scheme.

Paper Round, the recycling company, originally set up by Friends of the Earth, will be working with Targetfollow to collect white and mixed paper from offices and cans, bottles and plastics from the kitchens on every floor. Recyclable food waste will also be collected from the café.

Kerry Hamilton, Targetfollow's Energy and Environment Manager said;
"Targetfollow are delighted to launch this new scheme for Wembley Point, which will dramatically reduce waste while giving a better service to our tenants. The scheme will be fully evaluated and it is intended to expand the initiative to other buildings, over the coming year.

We have adopted a market leading service customised to meet our tenant's needs. Collections take place from within the office to minimise heavy lifting and ensure that materials are separated at source, to ensure maximum environmental benefits. "

Targetfollow is committed to protection of the environment and prudent use of natural resources, a comprehensive sustainability policy was adopted in 2008. This aims to ensure that our buildings and developments achieve high quality, sustainable design and enhance the character and distinctiveness of their local environment. The policy also aims reduce carbon emissions, reduce waste and promote re-use and recycling.

Paper Round was founded in 1988 by Friends of the Earth (FoE) and is now a successful standalone business. As the market leader in office recycling, Paper Round provides recycling services for office paper and other materials to offices in London. Paper Round is ISO 14001 accredited and certified Carbon Smart. The value of recycling is maximised by keeping paper separate from other materials.

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