



**HUNTSMAN TIOXIDE**



## HUNTSMAN

Enriching lives through innovation

Sector: Chemical Works

### THE CHALLENGE

In 2008 Huntsman Tioxide took the decision to change their pallet recovery service provider. Based on the success of this change they also decided in 2010 to merge the collection of both bulk bags and pallets under the same recovery scheme. Convinced by the pan-European capability and pro-active recovery approach they awarded their recovery business to RPS.

The growing commercial and environmental success brought through recovery has since encouraged the Huntsman Corporation to state their intention to roll out these recovery successes to their other four mainstream businesses.

The specific Tioxide challenge during the last three years was, and continues to be, a measurable increase in the number of pallets and bulk bags recovered.

### PROJECT OVERVIEW

- Huntsman Tioxide is a world leading TiO<sub>2</sub> producer
- Four European manufacturing facilities
- European turnover circa £500M
- Commitment to a 'recover for re-use' philosophy
- Challenging and meaningful KPI's
- Sustainability driven processes
- Share successes with other Huntsman businesses
- Measure and publish results

## THE BRIEF

- Identify Business Champion and team
- Define recovery scope and objectives
- Challenge existing thinking
- Demonstrably improve recovery performance
- Effectively combine FIBC collections with pallets
- Introduce FIBC laundering
- Reduce total pallet and FIBC spend
- Enhance environmental credentials
- Simplify customer service approach
- Engage commercial team in recovery process

## THE SOLUTION

Initially a RPS led re-think of the pallets used resulted in the Business rationalising to two universal specifications for all four sites. This was a key move in allowing pallets to be recovered and re-used in the host country rather than returning to source. The unique designs coupled with pallet branding helped with identification for customers who, through the Sales teams, were formally made aware that pallets along with bulk bags were returnable assets. Meanwhile trusted partnerships were developed with strategically based European recovery specialists with demonstrable logistical expertise to provide extensive geographical coverage to meet recovery expectations.

A pro-active approach in the native language allowed RPS and their partners to quickly make contact with the many Huntsman customers. The purpose to introduce the service, explain the recovery process and ultimately to arrange collections. All recovered pallets to be returned to one of the operational centres for sorting, inspection, repair if required before return to the nearest Tioxide site. A key task before commencing bag collection was the need to identify and purchase state-of-the-art laundering machinery to clean the empty bags. The newly installed kit then set the wheels in motion to recover, inspect and dry launder bags at one of the three partner cleaning stations in Europe. With an international recovery framework now in place, the commissioning of the necessary equipment and the commitment of the national Sales teams the scene was set to drive the recovery process to new levels.

Recovery growth has been remarkable over the last couple of years with the intention to assess the commercial viability for eastern European countries and beyond. The success of the recovery project has also promoted a highly sustainable and positive solution in terms of carbon reduction and lower packaging waste compliance tax.

## RESULTS

- In 2011 RPS and partners helped reduce Tioxide pallet spend by €170k
- Likewise the launder of FIBCs reduced new bag spend by €350k
- Environmentally reduced plastic waste by 112te and wood waste by 1100te
- Provided a single collection solution for both pallets and bulk bags
- Fewer pallet types helped purchase leverage and stock management
- Increased competition through new pallet management approach
- Provision of comprehensive and auditable recovery analysis
- Corporate packaging strategy available for roll out across other members of the Huntsman Group

To find out more please visit [www.rpsltd.com](http://www.rpsltd.com)

*“Recovery and re-use of our packaging is part of the broader sustainability ambitions of the Huntsman Group. Using RPS expertise has allowed Huntsman Tioxide to effectively establish a pan-European recovery network for both big bags and pallets. We have found RPS to have a ‘can do’ approach and have been impressed with their consistency and commitment to drive the recovery project forward.”*

**Riccardo Tonelli** - Contracts Manager, Huntsman Tioxide



**€170K REDUCTION IN PALLET SPEND PER ANNUM**



**€350K REDUCTION IN NEW BAG & FIBC SPEND**



**REDUCED PLASTIC WASTE BY 112 tonnes PER ANNUM**



**REDUCED WOOD WASTE BY 1100 tonnes**

Reduce . Reuse . Recycle

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