

Case Studies

environCom

Recycling company environCom Limited invested £2 million in setting up a state-of-the-art 'total recycling centre' to reprocess waste electrical and electronic equipment (WEEE). Smye Holland Associates was chosen to launch its new service and develop marketing materials for the company.



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environCom's new recycling centre was the first of its type in the UK and the company wanted the launch to be a special event to raise awareness among potential customers that its service was operational. It also wanted to communicate to the local community that significant investment was being made in the area and jobs were being created.

We were chosen because of our experience of working in the environment sector and our ability to provide a complete communications package, which as well as the launch event, included managing publicity, developing brochures, presentations, invitations and corporate stationery.

The launch event was attended by 80 people, which included MPs and representatives from the Environment Agency. Television crews filmed the reprocessing plant in operation and radio interviews were carried out with the company's chief executive.

environCom also had significant press coverage in waste management and local government publications, where the company's services are targeted.