



## The Artful Shredder

**Earlier this year, the Tate Modern in London faced an intriguing conundrum - how to dispose of a temporary art installation made up from over 14,000 plastic boxes, and do so in an ecologically sound manner.**

The solution came in the form of a mobile shredding machine from Ulster Shredders, owned and operated by Axion Recycling. Over several days, the Shredder chewed its way through the artwork, titled *Embankment*, reducing it to 63 tonnes of shredded plastic which were taken away in eight lorries for recycling into truck wheel arches.

"It's a perfect example of technology, art and the environment working together in balance," says Lorraine Donnelly, Marketing Co-ordinator of Ulster Shredders."


Elliott Martin, Managing Director of Ulster Shredders, stresses the financial imperative behind shredding,

"A project such as this demonstrates the financial viability of recycling all waste products, materials and documents."

Elliot fully endorses the need to recycle waste and cites it as prime motivating factor behind Ulster Shredder's marketing strategy. But he is also conscious that for many of his customers, the desire to create wealth from waste is a prime reason why they invest in an Ulster Shredder. Elliot explains:

"Our customers range from SMEs and office centres to large scale industrial plants, and they all can achieve measurable improvements in bottom line performance with our shredders. This is brought about through savings in manpower costs as a result of reduced handling; savings in transport costs by moving compacted material; improved corporate security, particularly with document disposal, and the creation of new revenue streams through the sale of shredded waste."

So by using an Ulster Shredder in house to remove and recycle waste, and save money, the old adage of 'waste not, want not' is still relevant in today's corporate world.

The logo for Ulster Shredders features a large, stylized blue letter 'U' on the left. To the right of the 'U', the words 'Ulster' and 'Shredders' are stacked vertically in a blue, sans-serif font. The 'U' is partially behind the text.

For further information about Ulster Shredders, contact Lorraine by telephone on 028 9335 2526, or by email at [ldonnelly@ulstershredders.com](mailto:ldonnelly@ulstershredders.com)