

## > CASESTUDY

**LOCATION**  
National

**INDUSTRY**  
Food and beverage

**PRODUCT**  
LifeCycle

### THE CHALLENGE

For **Marston's PLC**, a leading independent brewing and pub retailing business with a managed estate of approximately **1,100 pubs**, environmental sustainability is a business priority. Heightened environmental awareness, costs, regulation and advances in technology are driving the company to develop new initiatives across water, energy and waste.

AHP waste consists of nappies, sanitary products and incontinence products. It takes up to 500 years\* to decompose and is one of the largest contributors to UK landfill. The options for AHP disposal are either incineration or landfill. Neither option is ideal. Burning waste that is wet, is expensive due to the energy required to heat and then burn it. Sending hygiene waste products to landfill is harmful to the environment because of the time it takes for the waste to decompose. Businesses and organisations sending hygiene waste products to landfill also face increasingly high costs because of the need to hit UK environmental targets to tackle landfill capacity issues.

### THE CLIENT

“ At Marston's, we understand the importance of managing our waste responsibly. We are always looking for ways to reduce waste, improve recycling and divert waste from landfill. But there was one waste stream that we did not yet have a solution for and that was our absorbent hygiene product (AHP) waste. ”

JON DAVIES, WASTE AND  
RECYCLING COORDINATOR

## EXPLAINED

Hygiene products are an essential part of many people's everyday lives but disposing of them has always been an issue. We have spent almost a decade refining our new waste-to-energy process, called LifeCycle and we now have a viable option for diverting hygiene waste products away from landfill. Hygiene products are an essential part of many people's everyday lives but disposing of them has always been an issue. We have spent almost a decade refining our new waste-to-energy process, called LifeCycle and we now have a viable option for diverting hygiene waste products away from landfill.

CLARE NOBLE OF PHS GROUP

## THE SOLUTION

LifeCycle is an internationally patented process and the first, and only, to be able to operate cost-effectively and on an industrial scale. LifeCycle treats the highly absorbent hygiene waste to generate Refuse Derived Fuel (RDF) which, when used as a resource by energy-from-waste facilities, provides a considerably greater energy output than untreated offensive wastes.

## THE RESULT

The RDF is supplied to the alternative energy market both in the UK and in Europe and is typically burned in biomass plants to produce electricity and hot water either for municipal power systems, the National Grid or individual companies.



\* Environment Agency / Nappy Alliance

## BENEFITS

phs Group's patented process is helping us to address a sustainability challenge. The total of AHP waste collected across our managed estate of pubs, is around **120 tonnes per annum**. 82% of this waste is now going through LifeCycle. That's equivalent to around **100 tonnes per annum** and that figure will increase further still as **phs's** London operation centres begin to take AHP waste into LifeCycle towards the end of the year.



**82%**  
of  
waste

We're pleased to have found a solution for this difficult-to-manage waste stream and to be able to improve our environmental performance still further.

JON DAVIES, WASTE AND RECYCLING COORDINATOR

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