

# The EPS Group

EPS Group is part of the British Plastics Federation  
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## EPS at 100% Design and Detail

### EPS Design Competition Winner at 100% Futures

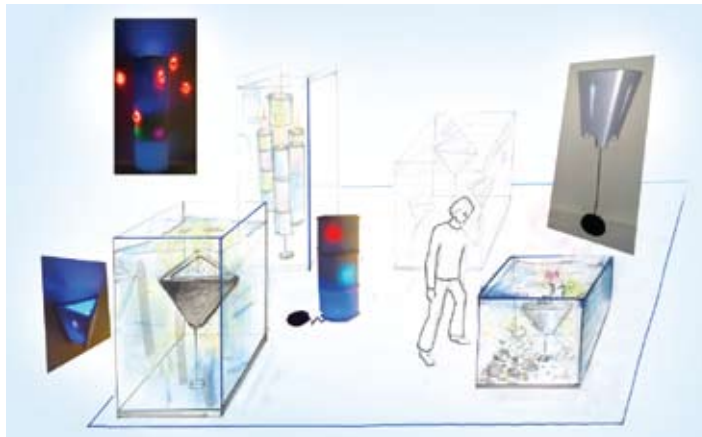
**The winner of the EPS (expanded polystyrene) Design Competition, Daniela Nicola, is exhibiting her winning concept on stand N94 in 100% Futures.**

Daniela is a mature student at London South Bank University, her Aquapods concept was selected by judges Micheal Sodeau, Sebastian Wrong, Establishment and Sons, Peter Massey, Event Director, 100% Design and Ben Fisher, SCA Foam Products.



The judges were impressed by the way Daniela's design combined innovation with practicality and demonstrated a good understanding of the material and how its characteristics can be used.

'I think this is a great idea,' enthused Michael Sodeau. 'It provides a new solution to an old problem; while creating exciting new opportunities for gardeners to add creative



design into their garden.'

The EPS Design Competition received 50 entries from designers all over the world, including from Brazil, Georgia, Mexico, Italy and the US. Chairman of the EPS Packaging Group, Richard Lee says: 'The standard of all the entries was incredibly high; it made selecting one winner very difficult.

'Luckily the judges were unanimous that the Aquapods demonstrated innovation, good

design and practicality. One of our member manufacturers has been working closely with Daniela to make the pods and we hope visitors to 100% will be intrigued to see EPS used in such an unusual and interesting way.

'EPS is an extremely versatile material it can be cut into any shape and moulded

to different densities and strengths. It is completely inert, 100% recyclable and, being 98% air, it is incredibly lightweight, a great insulator, buoyant and has a small carbon footprint.

'We hope that the design community will consider using EPS for new and interesting applications and that seeing Daniela's imaginative concept will inspire others to see the extraordinary potential of EPS.





# Tom Dixon chooses EPS ... again

### The EPS Group is delighted to announce its latest collaboration with leading UK designer, Tom Dixon.

The EPS Group, a member of the British Plastics Federation, represents the companies that mould EPS (expanded polystyrene) for the packaging and construction sectors.

Joint Chairman, Richard Lee: "Having worked with Tom Dixon previously on the iconic EPS chair that was given away in Trafalgar Square in 2006, we were delighted to be approached by Tom in his role of creative director of the 100% Design and Detail Exhibition.

"Plastics in general have taken a hard

// EPS can provide a very positive solution for the construction sector, it is an environmentally A+ rated construction product by the Building Research Establishment, which can provide outstanding insulation for use in buildings of all shapes and sizes. //

**Phillip Cheshire**

bashing this year, so it is rewarding and stimulating for us to work with a designer of Tom's outstanding calibre, who troubles to find out the facts about all materials, and who understands the role that plastics can play in our sustainable future."

For Tom Dixon, working with The EPS Group, fitted in with his vision for 100%: "One of our aims in the creative direction of 100% is to stimulate designers and architects by showing materials – new and existing ones – in new ways.

"Our collaboration with the British Plastics Federation's EPS (expanded polystyrene) Group is a key part of this attitude."

Dixon has taken EPS and used it to create key elements within the 100% arena, he explains: "EPS will be a unifying theme material throughout the 100% exhibition. We are using large blocks of EPS as plinths for our object trail which will create a design narrative throughout the exhibition.

"Huge trail finding sign posts will be cut out of EPS to help visitors find their way around and our media tables for all publications featured at 100% will be hewn from monolithic blocks of EPS.

"Lastly, we are creating a unique construction using EPS as the building block material to act as a backdrop for 100% Futures, creating a dedicated space for young, innovative and fresh designers.

"All the EPS used in these installations will be returned to the factory of origin and be fully recycled."

Phillip Cheshire, Joint Chair of the EPS Group, comments: "It is great for us to be able to showcase EPS at this leading design exhibition that is attended by so many architects and designers.

"EPS can provide a very positive solution for the construction sector, it is an environmentally A+ rated construction product by the Building Research Establishment, which can provide outstanding insulation for use in buildings of all shapes and sizes."

Tom Dixon agrees that EPS has a key role to play: "In the current landscape where economy in raw materials is increasingly paramount, EPS has a unique role to play.

"Its insulating abilities put it in the forefront of the battle to insulate new buildings and its lightweight nature helps to reduce fuel consumption when it is transported."

**EPS is 100% recyclable**

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**Tom Dixon**

For more information  
[www.eps.co.uk](http://www.eps.co.uk)

The EPS blocks used by Tom Dixon in the 100% exhibition are sponsored by:

**EPS is 98% Air**

## The Supplier

**The EPS (expanded polystyrene) forms that are featured throughout the 100% design exhibition area were all supplied by Kay-Metzeler, one of the largest manufacturers of EPS in the UK, based in Chelmsford, Essex.**

Kay-Metzeler, a member of the Vita Group of Companies, supported the EPS Group by supplying the EPS blocks for the exhibition at a sponsored rate, making it possible for the Group's involvement in the event to go ahead.

David Hughes, Sales and Marketing Director, Kay-Metzeler, comments: "EPS is a unique material. It is 98% air, which gives it two key features that are relevant for the building industry; it is incredibly lightweight and it is a great insulator.

"Working with Tom Dixon to showcase EPS in 100% Design and 100% Detail gives the EPS Group a great opportunity to remind architects, surveyors and developers of the key supporting role that EPS can play in the struggle to combat climate change.

"And, the way that Tom has used the EPS forms, demonstrates the versatility of EPS and how it can be cut to almost any size and shape and how easy and safe it is to handle.

"At Kay-Metzeler, we work as a member of the EPS Group, to support promotions and information campaigns. It seems a natural step to provide practical and financial support to help this innovative use of EPS to become a reality."

After the 100% exhibition closes, Kay-Metzeler will take the EPS back to its Chelmsford site to be recycled into insulation products. David Hughes explains: "We have been recycling EPS for the past 15 years. Our aim is to reduce the amount of used EPS going to landfill.

"We have a recycling point at our site in Chelmsford which members of the public can use and we work hard to raise awareness



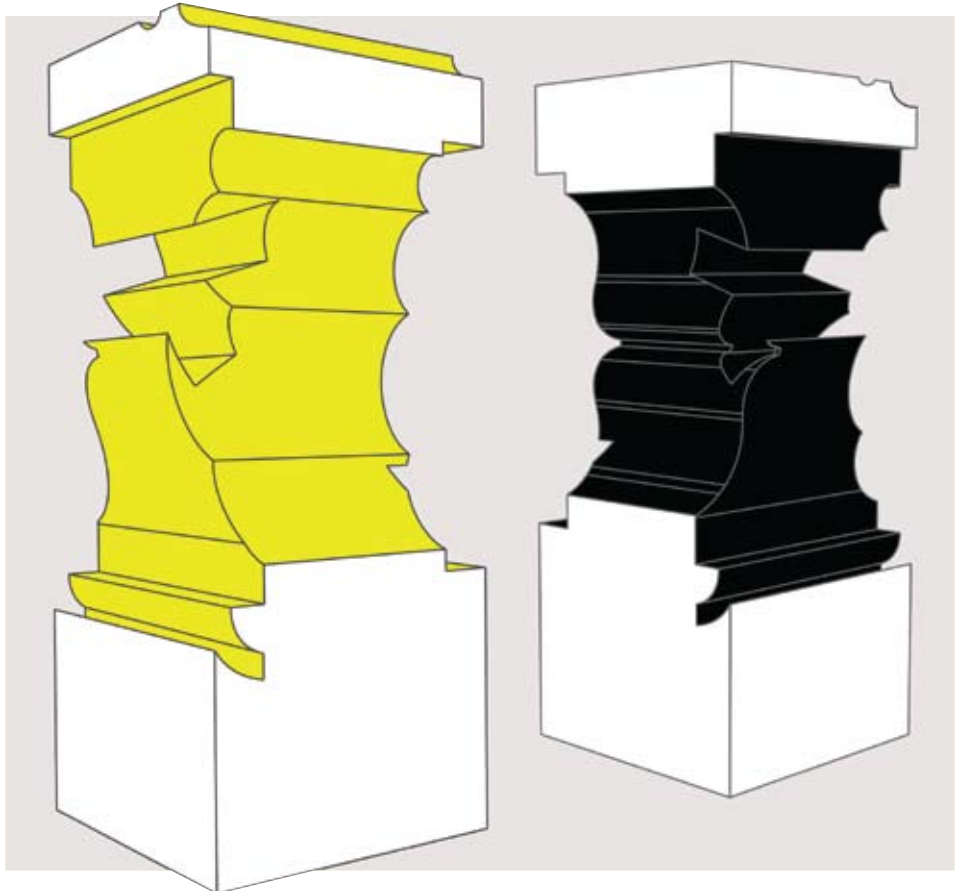
**Designer, Richard Shed, who worked with the Tom Dixon team on creative direction of the 100% exhibition, explains the thinking behind the 3d EPS forms that are featured in the exhibition area.**

"The 3d elements in the show are all loosely based around the theme of dialogue and conversation; familiar shapes such as question marks and speech bubbles that form our textual conversations have been used.

"Our aim is to link the idea of conversation with the Good Design Manifesto through these shapes sculpted out of EPS."

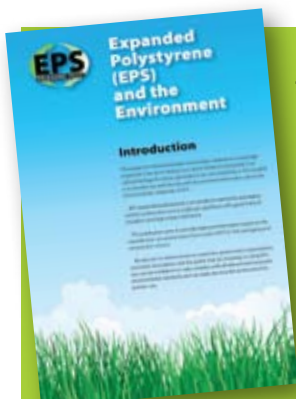
The Good Design Manifesto is formed by 100 quotes from leading figures in the design world saying about what they believe good design to be.

Some of these quotes will be attached to the EPS forms – others will be placed at strategic spots in and around the show.



# Facts about EPS

- 1 The manufacture and use of EPS does not generate any risk to health or to the environment.
- 2 EPS does not damage the ozone layer since it does not use CFCs or HCFCs in the manufacturing process.
- 3 The transformation process consumes little energy and does not generate waste.
- 4 The use of EPS for thermal insulation in the construction industry contributes significant savings on heating and cooling buildings and a drastic reduction in the emission of polluting gases CO<sub>2</sub> and SO<sub>2</sub>.
- 5 EPS packaging protects products, helping to reduce wastage and its lightweight nature helps to reduce fuel consumption.
- 6 EPS packaging can come directly into contact with foodstuffs as it meets all the prevailing international health regulations.
- 7 Fungi and bacteria cannot easily grow on EPS.
- 8 EPS makes up only a tiny part of Municipal Solid Waste (0.1%).
- 9 EPS holds a high calorific value. 1kg of EPS is equivalent to 1.3 litres of liquid fuel, making it an ideal material for energy recovery.
- 10 As it does not biodegrade EPS does not contaminate the air or water with gases or hydro soluble substances.



These facts are taken from the new digital booklet 'Expanded Polystyrene (EPS) and the Environment'.

Download it from [www.eps.co.uk](http://www.eps.co.uk)



## BPF

**The Expanded Polystyrene (EPS) Group is a member of the British Plastics Federation (BPF) and represents the majority of the UK's manufacturers of moulded and block EPS in the UK. The BPF EPS Group is divided into sections focussing on Packaging and Construction issues.**

The Packaging Section primarily focuses on the development of EPS recycling in the UK, the promotion of the inherent benefits EPS offers as a sustainable packaging material and the many ways in which EPS can be used for innovative designs.

The Construction section seeks to disseminate the sustainable nature of EPS Construction products and the role they can play in improving insulation and reducing energy use.

The British Plastics Federation is the leading Trade Association of the UK Plastics Industry representing 80% of industry turnover, the membership base of the BPF is made up of over 250 companies with more than 400 sites in the UK. The BPF was founded in 1993 and is the world's first plastics trade association it has grown to become an authoritative and objective source of unique information, views

and commentary whose name has, as a consequence has become synonymous with plastics in the UK.

The BPF promotes the interest of its Members (companies from across the plastics processing, materials, supply, additives and machinery sectors) and acts to assist with the development of UK companies both in domestic and overseas markets

The plastics industry in the UK processes some 4.8 million tonnes of material and employs circa 185,000 people. It is a major exporter with 25% of products exported with a value of £3.87 billion.