

## Waste beneficiation efforts rewarded with an Eco-Logic Award

- **'A measurable difference and creating a more sustainable environment to live in.'**
- **'The job creation aspect of such strategies is vital for the development of our communities.'**

**Date of issue: 26 April 2016**

USE-IT, the eThekweni Waste Materials Recovery Industry Development Cluster, has won the Eco-Logic Recycling and Waste Management award for work done in 2015. The awards recognizing environmental excellence are made in 14 categories by Enviropaedia and sponsored by high-level corporate supporters.

'This year's competition was a clear demonstration of how eco-logic thinking is now entering in the mainstream,' said David Parry Davis, editor of *The Enviropaedia*, during the award ceremony in Cape Town on 21 April. 'The work that so many South Africans are doing to create a more sustainable environment is inspiring.' He added that each of the Eco-Award entries 'is making a measurable difference and creating a more sustainable environment to live in.'

The Durban-based USE-IT is a section 21 company that identifies waste beneficiation opportunities in the eThekweni Municipal Area and helps to divert waste from landfill and create employment in the green economy.

'We are absolutely delighted to have won the award,' says USE-IT Managing Director Chris Whyte. 'It underlines the importance of recycling as a key element of the green economy. Effective strategies in that regard also entrench the idea of a closed-loop or circular economy, in which waste is minimised and materials are reused effectively. Most importantly, we believe the job creation aspect of such strategies is vital for the development of our communities.'

He praises his dedicated team: 'I am particularly pleased that 15 years of work in the area of integrated and sustainable approaches to waste management have paid off. I believe it is vital to incorporate a variety of economically viable waste beneficiation technologies that frame sustainable development and the creation of green jobs.'

One of the most exciting projects undertaken by USE-IT is the development of the innovative Rambrick system. This building material is made from compressed earth and recycled builders rubble and offers a high-quality, cost effective and environmentally friendly building solution. The brick is Agrément certified, South African Bureau of Standards (SABS) compliant and boasts a five star EcoStandard rating.

'The intelligent design is thermally efficient, and three times stronger than hollow concrete blocks. Rambricks simplify the building process by eliminating the need for cement mortar, thus reducing bonding times and speeding up the building process,' explains Whyte.

In thanking Enviropaedia for the award, Whyte also expressed his appreciation to the sponsors of the Eco-Awards, especially Wasteman, who sponsored the Recycling and Waste Management Award. 'The recognition from leading businesses, provincial bodies and NPOs for the work done by people like us is very important and encourage us to do even more!'

Rambrick was a winner in the structural home category Better Living Challenge in 2015. 'We are extremely proud of the Rambrick team for achieving this accolade,' says Lisa Parkes, Better Living Challenge project manager. 'This is an incredible boost for Rambrick in pursuing their commercial interests, as well as developing this green tech model further.'

**CAPTION:**

*Chris Whyte (left) of USE-IT receives the Eco-Logic Recycling and Waste Management Award 2015/16 from Jan Labuschagne, CEO of Wasteman, which sponsors this Award. Photo credit: Enviropaedia/Eco-Logic Awards*

**Ends**

**MORE ABOUT USE-IT**

USE-IT's primary focus is developing projects that recycle and add value to existing waste streams. It has developed technological solutions that provide recycling and waste beneficiation solutions to traditionally unrecyclable materials such as ABS and other brominated plastics, glass bottles, flat glass and e-waste. It has also initiated the construction and development of a green recycling hub called the Hammarsdale Waste Beneficiation Centre and will be processing curb-side source-separated recyclables, e-waste, glass, tyres and establish an upcycling training and incubation centre at the site.

Distributed on behalf of USE-IT, 031 765 2349. <http://www.use-it.co.za/>