

rollet® WINS THE SCRAPHEAP CHALLENGE!

The rollet® company limited was established to market the rollet® range of RTP products globally. The initial idea for this RTP product was developed in conjunction with UMIST, the University of Manchester Institute of Science and Technology. The rollet® company limited is a joint venture company with United Co-operatives, who are members of the international co-operative movement. The rollet® company, were alerted to the problems of metal roll-cages by major users alarmed at the cost implications associated with the incidents of loss. Statistical analysis from within the logistics industry illustrated an annual 20% loss on all the metal cages being operated.

([PRWEB](#)) September 3, 2004 -- There was a time when you knew where your old motor would end up, on the scrap heap. Now, thanks to new EU legislation governing scrap metal the luxury of a final resting place between an old bedstead and a rusting bicycle is no longer an option.

New directives from the EU that came into force this summer classify scrap metal as "toxic waste" and as such it must be handled as hazardous material.

This should be disastrous news for the RTP industry as the traditional metal roll cages have a short life and can no longer be dumped down at the local tip.

However a revolutionary new product, rollet®, is riding to the rescue.

The rollet® "cage" is made of durable, maintenance-free plastic and consequently not only does it out-live its dinosaur predecessor, the metal frame cage, but when it does eventually come to the end of its working life, it is recyclable. This makes the Rollet very environmentally friendly and not at all "hazardous".

It's a win-win situation for rollet® as the EU legislation on scrap metal will act as a catalyst for an industry-wide shift towards the use of the new RTP system. Not that rollet® needed any help from Brussels.

The product has already proved its advantages over the metal roll cage in terms of cost, durability, health & safety and attractiveness. The fact that each unit can be branded with a client's corporate identity has already caught the imagination of many directors who had never previously got excited about RTP!

The new rollet® spells the death knell for the old metal roll cages, the only problem is, we now have to find a place to bury them all!

For more information visit our website at www.rollet.co.uk or contact Lee Summerfield via email or Tel +44 (0)161 838 5685.

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