

‘Recofloor is brilliant for our business’

Deploying the Recofloor scheme on all their commercial and social housing flooring contracts is second nature to County Contract Flooring.

Specialising in the social housing, private hospital and care home sectors, the Droitwich-based family-run business has been involved in the Recofloor scheme for more than eight years and finds that “it’s brilliant for our business is it allows us to recycle the large amount of safety flooring waste we create across our commercial contracts.”

Social housing contracts, covering repairs, maintenance and refurbishment projects, make up 95% of the company’s work for clients. “When tendering for new projects, we are often asked what we are doing to be more sustainable. Being able to talk about the Recofloor scheme is a great way to show our commitment to this, and it has often helped us to win projects in the past. As of today, we have collected a total of nearly 30 tonnes of vinyl flooring for recycling with Recofloor,” says Ben Hopewell, Director.

“Being able to provide a responsible environmental solution to clients is essential these days. All our clients know that we use Recofloor, and they like to see that. It’s something that we promote widely. The service is a great way to dispose of the waste vinyl safety flooring, which is our key material, and everything that doesn’t go on the floor is deposited in the Recofloor bulk bags and collected by them to be recycled.”

County Contract Flooring’s team use the Recofloor clear sacks to collect offcuts from projects and a total of 12.63 tonnes was collected in 2023. The company is hoping to beat this figure in 2024.



“All our staff are now very familiar with the collection system. The process is smooth and simple and works well for everyone involved,” continues Ben.

Recycling waste vinyl is a ‘no-brainer’ for County Contract Flooring which estimates it saves a skip a month just by using the Recofloor scheme. Before joining the scheme, they used a lot more skips and now the cost saving makes a big difference.

Taking pride in winning several Recofloor awards, including Contractor of the Year in 2023 and 2024, the company promotes this success on its email signatures and social media channels. “The scheme is easy to use, easy to manage and it’s our way of contributing to sustainability and making a positive impact on the environment,” adds Ben.

Recofloor is the flooring sector’s sustainable take-back scheme for commercial waste vinyl generated from all types of projects. Material is recycled and used in new products, including flooring. To find out more, go to www.recofloor.org or contact Recofloor on 0161 355 7618 or info@recofloor.org.