

# Eco Matters

## RockTron Eco Matters

### A source of inspiration

"RockTron has made a technological breakthrough that could help cut man-made CO2 emissions by up to 2%."

RockTron realised that the world faces a huge environmental challenge: how to deal with the rapid growth in the world's vast stockpiles of coal-fired power station waste, called fly ash or PFA - pulverised fuel ash. Over 2 billion tons of this fly ash waste is dumped in landfills around the world with over 1 billion tons here in the US alone! It is made up of valuable industrial raw materials, which we literally throw away. If only there was a way it could be recycled...RockTron has developed the technology to do just that! Its new UK plant located at Fiddler's Ferry, near Widnes in Cheshire is now online, transforming 800,000 tonnes of fly ash each year into valuable eco-minerals on an industrial scale.

This British technology is a World First, it has even been heralded by the British press "as the biggest breakthrough since unleaded fuel", vindicating RockTron's scientific and commercial belief that what is good for the environment can also be good for business. It is a clean and closed process designed to recycle both fresh and stockpiled fly ash, representing a fundamental advantage over previous technologies. As a direct result, RockTron has solved the problems of large-scale fly ash waste storage and removal while conserving valuable natural resources and helping some of the worst offending industries cut their CO2 emissions. Cement and concrete manufacturing accounts for circa 5% of the world's CO2 emissions, greater than aviation. Fly ash mountains and landfills will no longer be required, enabling site remediation and improvement of the local environment.

RockTron approach to eco-matters:

Sustainable Development  
Corporate Social Responsibility

Remediation Services

Environmental Benefits / Credentials

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