

Potclays Ltd. Albion Works, Brickkiln Lane,
Etruria, Stoke-on-Trent, ST4 7BP ENGLAND
+44(0)1782 219816 | sales@potclays.co.uk
potclays.co.uk   

 **POTCLAYS**
LIMITED

VAT Reg. GB 279384016

SUSTAINABILITY IN OUR BUSINESS

- **All new energy contracts** will be sourced from providers offering sustainable energy.
- We make every effort to **reduce paper consumption**:
 - ❖ Order confirmations and invoices are supplied electronically.
 - ❖ In our business administration, emails and other documents are not printed unless necessary.
- We **reuse packaging materials** from our suppliers, so you may occasionally find non-recyclable materials in our packaging.
- Every effort is made to use **recycled or recyclable materials for packaging**:
 - ❖ Our clay bags contain 25% post-consumer waste and are fully recyclable at facilities offering recycling of LDPE.
 - ❖ We've virtually eliminated packing peanuts and bubble wrap by moving to a crimped paper void-fill in 2019.
 - ❖ We recycle boxes and packing material wherever possible.
- **Raw material mileage is kept to a minimum**: The majority of Potclays clays are manufactured in Stoke on Trent using the original machinery. Our panmills are in fact repurposed chocolate mixers from Cadbury's, obtained in the 1960's. Many of our clay bodies use fireclays mined at our Swan Works site in South Staffordshire, which has since been restored to a state even better than before the mining took place. It now hosts a wealth of wildlife like red deer. Our china and ball clays are sourced from Devon and Cornwall.
- **We don't use any toxic materials** in our clay manufacturing.
- We make every effort to **ethically source our minerals**, for example cobalt and tin oxide. You can find statements in relation to this on our website:-
<https://www.potclays.co.uk/cobalt-oxide>
<https://www.potclays.co.uk/tin-oxide>

HOW SUSTAINABLE IS CERAMIC PRACTICE?

- Clays are formed as a result of millions of years of erosion and decomposition so although this is an ongoing and continuous process, they are a finite resource. **However** - clay is one of the most plentiful minerals there is and the total deposits of clay throughout the world are so vast that the lifetimes requirements of the human race are dwarfed to insignificance. A viable clay deposit can take from as little as tens of years for a river mud to many thousands of years for a red marl to many millions of years for a fireclay.
- Sterilising clay reserves with bad planning is a significant problem: Residents in houses too close to clay reserves protest against clay mining, and roads, factories and houses are often built on top of good clay. Unfortunately, accepted market prices for clay are below the cost of extraction: Raw clay is far cheaper than almost any other mineral compared with its cost of extraction but the value of finished pottery could easily sustain a viable raw-clay price.
- Those employed in clay extraction will all be paid a living wage or probably far better; the extraction companies are committed to reaching carbon neutrality in the near future; clay extraction sites are invariably left in a far better state after mining than they were before in terms of landscape appearance, ecology and industrial heritage.
- The raw clays that Potclays uses are almost completely UK produced meaning low carbon emissions on transport, employing UK labour, and retaining or often earning valuable foreign currency. See also:-
<https://www.imerys.com/group/our-group/our-commitments>
<https://www.sibelco.com/sustainability/>
- The majority of energy expended in producing ceramic ware is at the firing stage, but this can be managed by the end user by seeking a sustainable energy provider and by working with more economical firings.
- Clay in its unfired state is infinitely recyclable. It can be slaked down or reconstituted to be used again and again.
- Our own manufactured kilns and those of our partner kiln makers undergo a continual process of development using new insulation products and design techniques as they are developed in order to increase the efficiency of firing and to reduce energy use.
- We have in our range several ranges of glazes that we and our partner suppliers have developed specifically to offer lower temperature firings, with consequential cost savings, while still achieving the appearance of high stoneware and reduction firings.