

## DOUBLE ACCOLADE FOR ZELFO AT THE RUSHLIGHT AWARDS

February 2011



Zelfo Technology is celebrating the win of two prestigious Rushlight Awards (<http://www.rushlightawards.co.uk/>). The group came out top for both the 'Rushlight Environmental Management Award' and the 'Rushlight Responsible Product or Service Award'. The Zelfo Technology group entered the awards through co-developer InterfaceFLOR, a worldwide leader in the production of modular flooring and widely recognised as an environmental pioneer.

This success is an endorsement of 4 years of development of Zelfo®, a micro and nano fibre which can be formed into finished objects, or used as a bio-additive to improve paper or plastic material characteristics. Zelfo has diverse applications for the built environment, product design and paper industries.

Judges were impressed by Zelfo's environmental credentials and also the potential of Zelfo Technology's innovative CORE system (Cellulose Optimization Resource Efficient) to up-cycle waste into versatile Zelfo®. This energy and water efficient method for producing Zelfo material was recognised for the role it could play in advancing sustainable manufacturing.

"It is wonderful for the potential of Zelfo® to be recognized at Rushlight by such a prestigious judging panel" say Richard Hurding of Zelfo Technology. "The team will use 2011 to build on this achievement, with end users and engineering partners to scale up the technology."

The Rushlight Awards were judged by an independent panel of recognized experts from a wide range of clean technology sectors and drawn from academia, trade associations, government departments and specialist media.

Prof Sir John Beddington, Government Chief Scientific Adviser said, "We face a whole raft of global environmental challenges in the 21<sup>st</sup> century, and we must use natural resources more wisely if we want to mitigate the effects of climate change. That's why it's important to celebrate those who

are developing technologies to help us live in a more sustainable way.  
“The Rushlight Awards showcase the fantastic environmental innovation taking place in the UK and Ireland, and I’ve been really impressed by the standard of entrants.”