

Waste to Value: How ERA helped Rosewood cut disposal costs by 47%

“ We started working with ERA in 2011, and the relationship we have had still brings us benefit today, many years on. In this case, we didn’t just avoid a costly destruction bill - we turned a liability into recycled material and did the right thing for the environment. ”

**MARK BOLLANDS, FINANCE DIRECTOR,
ROSEWOOD PET PRODUCTS LTD**



Summary of Savings:

Cost avoided ● 47% saving on traditional waste disposal costs

Waste diverted ● 176 pallets (various box sizes)

Material recovered ● 6.68 tonnes of polyester pellets

Loads processed ● 7

The Client:

Rosewood Pet Products Ltd (Rosewood) is a leading pet products brand. Since 2011, ERA has advised Rosewood on Waste Management, reducing cost and risk while staying ahead of compliance changes.

The Challenge:

Rosewood identified 176 pallets of polyester cushions missing fire-retardant labels. While FR labelling wasn’t legally required for pet bedding, the stock was written off to ensure safety, creating:

- Sunk product costs
- Ongoing external storage fees
- Potentially expensive destruction via incineration (£15,000+ projected)

The Results:

ERA led a compliance-first, cost-smart review, examining legal and policy implications, including the UK Emissions Trading Scheme, and prioritised recycling over destruction. On-site inspections confirmed the cushions could be safely recycled, and a trial with a specialist recycler proved the polyester could be pelletised. ERA then oversaw full-scale processing, turning the stock into reusable material while ensuring a verified end-market.

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