It is an exciting time for recycling products specialist Alpha Waste Solutions, as they prepare to give RWM delegates an exclusive first look at their newest commercial waste management product.

Whilst details of the release are being safely guarded until September, with over 20 years' experience providing premium recycling products to all commercial sectors, Alpha will surely not disappoint.

Looking forward to the event, Alpha's Peter Vernon provides a hint as to what delegates can expect: "We have always steered clear of a 'one size fits all' approach to working with clients, preferring instead to continually expand our product range so that we can offer varied recycling solutions.

"In this industry, innovation is key. This latest addition to our portfolio will satisfy a previously unfulfilled market need for a cost-effective recycling bin that offers all the attributes of a flexible and more expensive product. We will be showcasing a new compostable caddy bag too, in addition to a secure console for confidential paper waste and kitchen caddies manufactured specifically for local authorities. The stand is set to be very busy indeed!"

Education will be another important theme for Alpha at this highly-anticipated exhibition. With a range of brightly coloured 'Kids Zone' products purposefully designed to make recycling fun, Peter hopes to encourage more schools to address waste collection and segregation in the classroom.

He explains: "Children are perhaps the most valuable recycling champions in the UK, and they have the power to change recycling habits within the domestic market too. As an industry we therefore need to invest more time and effort into education because, if new behaviours are learned in school, the chances are these children will help reverse the 'black bag' approach that their parents adopt at home."

Having recently received financial investment from North American partner Craig Busch, Alpha's market position has perhaps never been stronger. Now the sole UK distributor for Busch Systems, Segezha (Ecosack), Cervic and Stenquist recycling products, Alpha is fast becoming the first name on everyone's lips for commercial waste management support.

Peter concludes: "We now boast a network of manufacturing partners across the globe, meaning we can provide UK clients with access to the world's leading recycling products. Often people suggest that, as a nation, our recycling waste management agenda lags behind that of our European neighbours – we want to do all we can to bridge that gap."