A survey carried out by UNTHA UK has revealed that the majority of people will only invest in energy efficient waste machinery, if they can be sure they won't suffer financially.

UNTHA's latest online poll (August) asked participants to pick the statement that most applies to them, when it comes to so-called 'green' technologies. Keen to discover whether such equipment is considered a priority or a profit penalty, UNTHA posed three options for industry professionals to choose from.

The most popular viewpoint by far – with a resounding 87% of the votes – was 'I will opt to invest in energy efficient waste machinery as long as I'm not financially worse off'. The other two statements shared the remaining 14% of the votes:

Energy efficiency would be my prime concern when investing in new waste machinery = 7%
I will opt to invest in energy efficient waste machinery as long as I'm not financially worse off = 86%
I don't care about energy efficiency or the environment, business profitability comes first = 7%.
Such financial mindfulness should therefore act as a warning for waste machinery manufacturers and suppliers, who overlook the importance of a technological investment being cost effective, believes UNTHA UK's managing director Chris Oldfield.

"I praise engineers, designers, R&D specialists and vendors, who bring continually more innovative solutions to market. These increasingly environmentally friendly technologies are helping us, as a nation, achieve vast progress when it comes to the 'reduce, reuse, recycle' philosophy. We're becoming less dependent on fossil fuels, improving our resource security, creating jobs and cementing our place on the global resource efficiency map.

"However, all of these fantastic benefits aside, we're often still slow to talk about the financial advantages of energy efficient technology. Now, having digested the results of our poll, this is more worrying than ever. Failure to highlight the fact that 'green' waste machinery won't have

an adverse impact on organisations' bottom lines, could be holding the industry back."

In July, in his role as an RWM ambassador, Chris authored a comment piece for the CIWM journal, which touched upon a similar subject. Boldly entitled 'Profit is not a dirty word' Chris urged the waste and recycling sector to better emphasise the fiscal benefits associated with being environmentally smart.

He continues: "For some reason, we still seem embarrassed to talk about our goals to become more profitable and commercially robust organisations. But the poll findings confirm my suspicions.

"If the collective industry wants more people to invest in the energy efficient technologies that companies like UNTHA work so hard to develop, we need to show them how such investments will impact on their bottom lines. If there is greater awareness of the power consumption savings, for example, that come with some of the industry's most innovative waste machinery, I bet there'd be greater demand for the equipment. Let's start talking in pounds and pence, as well as showcasing how the environment will benefit from our actions."

The savings associated with UNTHA's incredibly energy efficient XR waste shredder, will be a key focus at RWM 2015. Visitors will also be able to use UNTHA's on-stand calculator, for example, to work out how much money they can save per tonne, with the help of this machine.

To do some sums of your own, visit UNTHA UK at the NEC between 15-17 September, in Hall 5, stand R20-S21, or contact the team now for some more immediate feedback. Simply call 0845 450 5388, email sales@untha.co.uk or complete the short enquiry form at www.untha.co.uk/contact-us