

PRESS RELEASE: No embargo

**Green light for unique TV detox programme: “This is the holy grail of recycling”, says Nulife Glass CEO.**

Nulife Glass Limited, a company founded and led by Simon Greer, has developed a unique furnace technology that recycles televisions. It is the only process in the world to extract lead from the glass screen, called a cathode ray tube (CRT), leaving two safe, usable end products. It removes an environmental hazard significantly reducing the toxicity of the glass and makes non-hazardous glass products.

The national craze for replacing clunky old computer and TV screens with sleek new plasma ones and the coming digital TV switchover pose a big headache for local councils. From 1 July 2007, new EU environmental legislation<sup>i</sup>, namely the Waste Electronic & Electrical Equipment Directive (WEEE), means we can no longer dispose of TVs, computer screens or any other electronics with normal landfill waste. This is because CRTs are made of glass containing high lead oxide levels. Lead oxide is poisonous and dissolves easily in water, making burying it in the ground environmentally unsafe.

Until recently the only way to extract the lead from the glass was to send it to be smelted, a process that leaves a dirty, unusable ash as a by-product. But now the self-taught son of an industrial chemist, Simon Greer has invented a revolutionary process that can fully recycle both the lead and glass in CRTs, leaving two reusable products and no environmental waste. “This is the holy grail of recycling because no one has ever worked out how to get the lead out”, says Nulife Glass CEO Simon Greer. “Nulife Glass is the only company in the world that can extract lead from glass to create two usable products.”

Now a patent for the process is pending and Nulife Glass is ready to start selling its recycling furnaces to recycling companies around the world. The company has already had strong interest shown from several UK recyclers as well as European and USA recyclers.

Each furnace can process the glass from 1,000 screens a day. And as, according to Greer, “the only practical way to dismantle the monitors and TV screens is by hand,” the process also creates jobs. The end products are lead, which can be reused, for example on church roofs, and green-tinted glass. Because the lead has been removed from the glass it can be used for a number of domestic and decorative purposes, such as elegant bathroom tiles and floor surfaces.

Aug 07 AH

**Editor’s notes:**

Further details of the product, company and process can be accessed at [www.nulifeglass.com](http://www.nulifeglass.com)

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Nulife Glass is a registered company, no. 4176584.

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<sup>i</sup> The Waste Electrical and Electronic Equipment (WEEE) Directive issued from the Environment Agency. Full responsibility for treating and recycling electronic household WEEE is conferred on manufacturers from 1 July 2007.