



20 August 1999

Mr Neil McLeod  
Envirotrat Limited Suites  
2/3, LCP House Pensnett  
Trading Estate  
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West Midlands DY6 7NA



Design Council  
34 Bow Street  
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Dear Mr McLeod

Millennium Products

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[www.design-council.org.uk](http://www.design-council.org.uk)

I am delighted to inform you that you have been successful with the submission of Envirotrat Process.

We are now building on our public relations campaign for an official announcement on **6 September 1999**. Enclosed is a briefing document, brand guideline information and you will shortly receive an overview of Millennium Products activities. In the meantime, I would be most grateful if you could complete and sign the enclosed faxback form in order to assist us in the preparation of material.

We will be announcing the fourth tranche of Millennium Products from the Glasgow Lighthouse and have pleasure in inviting you to join us. Full details are also enclosed and I would be grateful if you would please let Samantha Taffinder (0171 420 5279) know if you are able to attend.

In the meantime, I would be most grateful if you would keep the success of your submission *strictly confidential* so that we can ensure that the announcement in September has the greatest possible impact.

If you have any queries please call Chloe Franklin (0171 420 5238).

Yours sincerely

Andrew Summers  
Chief Executive

## **LOCAL BASED COMPANY RECEIVES MILLENNIUM PRODUCT STATUS**

The Envirotreat Process has been granted Millennium Products status by the Design Council after Prime Minister Tony Blair challenged businesses to show that Britain is the creative powerhouse of the world.

The news was announced by Nicol Stephen at the Lighthouse building in Glasgow on 6 September.

The Envirotreat Process, developed in Kingswinford by Envirotreat Limited is an advanced and cost-effective technology for the remediation of contaminated land and treatment of hazardous wastes.

Envirotreat Limited, based on the Pensnett Trading Estate, is a well-established company offering proprietary remedial technologies and specialist consultancy services in the environmental field. The Envirotreat Process has been developed with Government support through their Environmental Technology Innovation Scheme (ETIS).

The Envirotreat Process is an in-situ treatment technology which enables brownfield sites to be remediated and redeveloped for both industrial and residential uses. The process utilises proprietary modified clays which can effectively treat and immobilise both inorganic and organic pollutants. The Envirotreat Process is viewed as a viable and environmentally-friendly alternative to off-site disposal methods such as landfilling, which simply transfers the problem elsewhere.

According to Neil McLeod, Technical Director 'We expect the Envirotreat Process to have a major impact on brownfield regeneration, providing a cost-effective treatment for contaminated land. We are helping the government achieve its objective of building 60% of new houses on reclaimed brownfield sites. I'm hoping now that as a Millennium Product, the Envirotreat Process will be selected for inclusion in the Millennium Dome'.

'I am delighted that the Envirotreat Process has been announced as a Millennium Product and is going to form part of our collection of the most innovative products and services created in Britain for the new millennium'.

**Andrew Summers**

**Design Council Chief Executive**

For more information please contact Sue Davison on 01384 288876