



## Remarkable Pencils Ltd

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# History

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## HISTORY

**1996** Edward Douglas Miller began looking at ways of turning one everyday, throwaway item into a new, second-life item with a long lifespan. He started by researching plastic cups as a product which many offices use and throw away every day (in the UK, over 3.5 million plastic cups are collected for recycling each week). After two years of development, he was ready to launch the Remarkable Pencil™.

**1997** saw the first Remarkable Pencils available to companies participating in the Save a Cup Recycling Scheme.

**1998** The first Remarkable Pencils were launched. The pencils won International Invention of the Year and were accredited by the British Government and the Design Council as one of the first Millennium Products, generating interest from the buying public, organisations and companies wanting to show commitment to environmental issues.

**1999** The New Millennium Experience Co. awarded Remarkable the licence to produce a range of official Millennium Dome and Year 2000 merchandising. Remarkable was asked by the WWF to join the WWF95+ group, made up of leading retailers and manufacturers committed to increasing levels of recycled and sustainable materials available to the buying public. Remarkable won the PRW Award, Environmental Product of the Year, and Recycled Product of the Year at the National Recycling Awards. "A truly innovative design demonstrating recycling in its most effective form."

**2000** Remarkable moved into the Millennium Dome. The Remarkable Factory made the move from Gloucestershire with its one-tonne Remarkable Pencil-making Machine. Remarkable turned over 3.75 million plastic cups into pencils in front of visitors whilst in the Dome. Remarkable expanded the rest of its recycled range, introducing a promotional line available to businesses, museums, schools and to the general buying public. The company formed part of an exhibit representing innovation and design in Great Britain at Expo 2000 in Hanover, Germany.

**2001** Remarkable's Natural Collection, in association with WWF, launched into high-street retailers including mouse mats and pencil cases made from recycled tyres and notepads made using FSC (Forest Stewardship Council) certified paper (the first of its kind in the UK). Remarkable launched a new retail collection which was selected by leading multiple retailers Tesco and Sainsbury's. This was the first time that major multiple retailers had ever stocked a UK-made recycled brand. At the time, Remarkable was also taken up by over 150 independent retailers.

**2002** Remarkable continued expansion into Europe, starting to supply Belgium's largest supermarket Delhaize and selling Remarkable's first retail range in countries as diverse as the United States, Canada, Japan, Hong Kong, Australia, Switzerland and Israel. Remarkable teamed up with London Remade – the government initiative behind Ken Livingstone's London-wide Green Procurement Code – to start supplying FTSE100+ companies and major organisations with more recycled products. The National Union of Students (NUS) awarded Remarkable an A\* for its ethical and environmental status and the Remarkable range became available in up to 240 Student Shops.

**2003** Remarkable won a Green Apple Award for Industry & Commerce, showing the range had become a recognised recycled brand manufactured in the UK. Remarkable embarked on year-long research in association with Kingston University's Recycling by Design unit who were researching 'green product marketing' in the UK. The research – alongside great work by Will Harris, the marketer behind the Orange and O2 brands – led to a new look for Remarkable, launched at the beginning of 2004.

**2004** Remarkable's "I used to be..." range is available in over 160 Sainsbury's stores and is also stocked in Liberty, Selfridges, the London Graphic Centre, Shared Earth, the Eden Project, the Design Museum and many other independent retailers and by mail order.

During the year, Remarkable also worked with Habitat and the booksellers Waterstone's on two independent bespoke recycled ranges.

**2005** Remarkable made the move to the new Remarkable Factory in Worcester. Moving from a 9000 sq foot factory in south-west London to an up to 40,000 sq foot factory in the West Midlands meant a growth in scale for the company.

**2006** The latest for Remarkable is that Edward Douglas Miller has converted the factory to run off recycled cooking oil that also heats the factory as well as provides energy.

### **The future...**

Remarkable continues to develop and expand its range with more recycled products in the final stages of development. What's next? You'll have to ask Edward Douglas Miller and the rest of the team.

**Recycled into something Remarkable™**