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MARKETING POLICY PROMOTION FOR TECHNOLOGY RECYCLING

Production and household activities inevitably linked with the formation of waste. Growing anthropogenic pressure brought the situation to increase garbage and waste products to the level of the global problems of today. The question arose rational and maximize long-cycle of the material flow in the production process. This is made possible by recycling - reuse and return to turn waste manufacturing or debris in production. Recycling in enterprises is a promising direction because products that have completed their life cycle is often cheaper source of many substances and materials than their natural counterparts.

Marketing policy of promoting products manufactured using recyclable, based on the fact to convey to potential buyers following idea. By purchasing this product the consumer not only meets their needs but also contributes to the fight against the waste pollution of the environment as well by reducing wastage of natural resources. Well-known manufacturers of consumer goods are actively working in this direction.

The purpose of long-term project "Vac from the Sea" company Electrolux is to inform the general public about the problem of pollution of the oceans with plastic waste. By combining design and engineering solutions with the latest technologies of environmental protection, the company Electrolux urges consumers equip their homes environmentally friendly equipment. Combining their efforts with numerous volunteers (as independent volunteers and organizations to protect the environment), the company has collected enough garbage from plastic products to create buildings handmade vacuum for 5 "from the bottom of the sea." Each model was named in honor of the sea, the waste from which were used in the creation of the case: the North Sea, Indian Ocean, Mediterranean, Pacific, Baltic Sea. So the company Electrolux managed to turn waste into an exclusive product. All models of this series have been sold at auction. Profit aims to study the seabed and technology development with its purification. Despite the fact that the company Electrolux has not received direct profit from selling a unique product, it secures its positive image, which is an important factor in competitiveness among brands.

As is known in marketing the product appearance plays a key role in the selection of its consumer. Therefore, in order to inform the buyer that the products indirectly relate to recycling and environmental protection on the package can be applied following signs: "Grüne Punkt» and the international symbol for recycling (Möbius strip) (Fig. 1).



a)



b)

Fig. 1. Symbols: a) "Grüne Punkt»; b) International symbol recycling (Möbius strip)

Sign "Grüne Punkt» - two arrows that form a circle. It can be either green or any other color. This symbol on the product poses a manufacturer that provides financial aid application processing. International recycling symbol can be seen on the packaging of the goods, which produced from recycled materials or suitable for further processing.

Consequently, products made by recycling technology has additional bonuses market goods. Because not only draws attention to the issues of humanity, but also allows the consumer to feel involved in their interpretation.