



RE-CASK

GLASGOW
WOOD
RECYCLING

harnessing the potential of **RECLAIMED WHISKY CASKS** in moving
towards a more **CIRCULAR ECONOMY** and **SUSTAINABLE FUTURE**

DOCUMENT	Zero Waste Scotland Report
DETAILS	Final Supporting Visuals

Since its inception, RE-CASK has saved over 80 barrels from being chipped or sent to landfill. The project has also managed to prevent 4 tonnes of CO₂ from entering our atmosphere.

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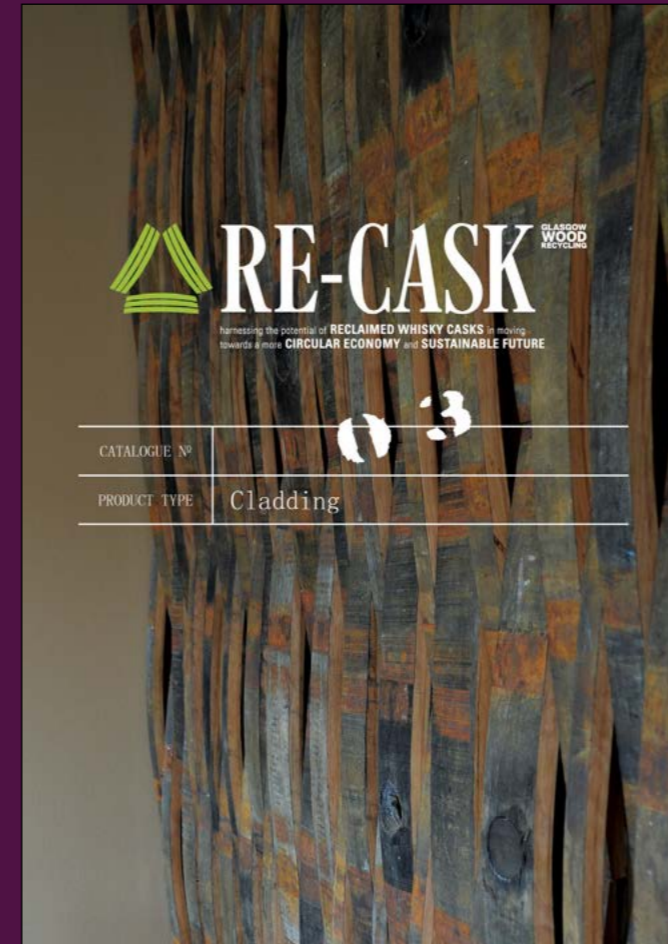
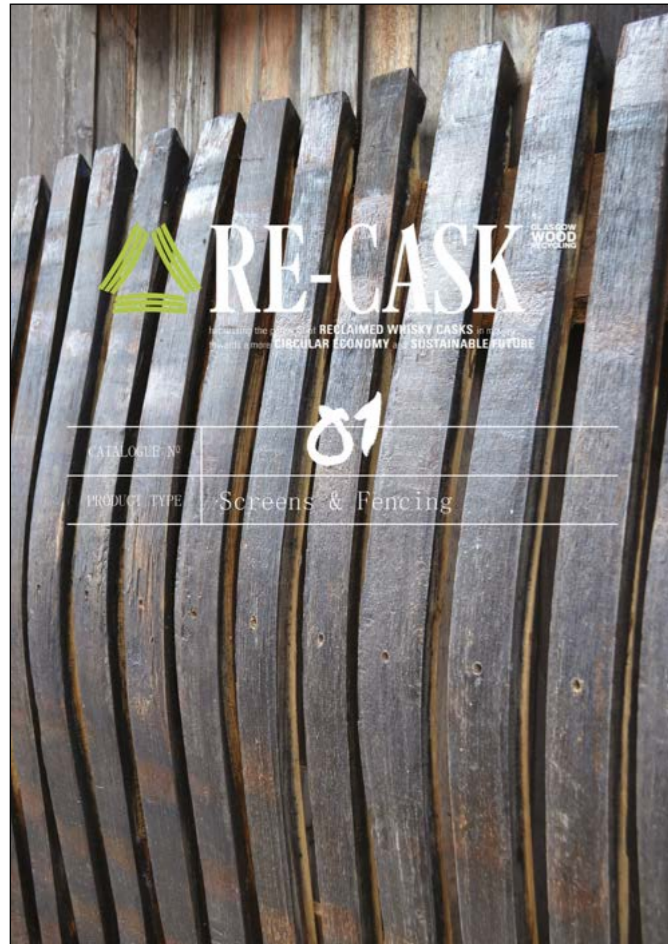
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The RE-CASK Ranges

The digital catalogue covers for Fencing, Screens, Partitions; Outdoor Play Equipment; Cladding and Outdoor Furniture



RE-CASK Branding

THIS PAGE: various logo formats for print and digital outputs
OPPOSITE: stills from a MailChimp promotional video announcing the project, a preview of the GWR social media feed



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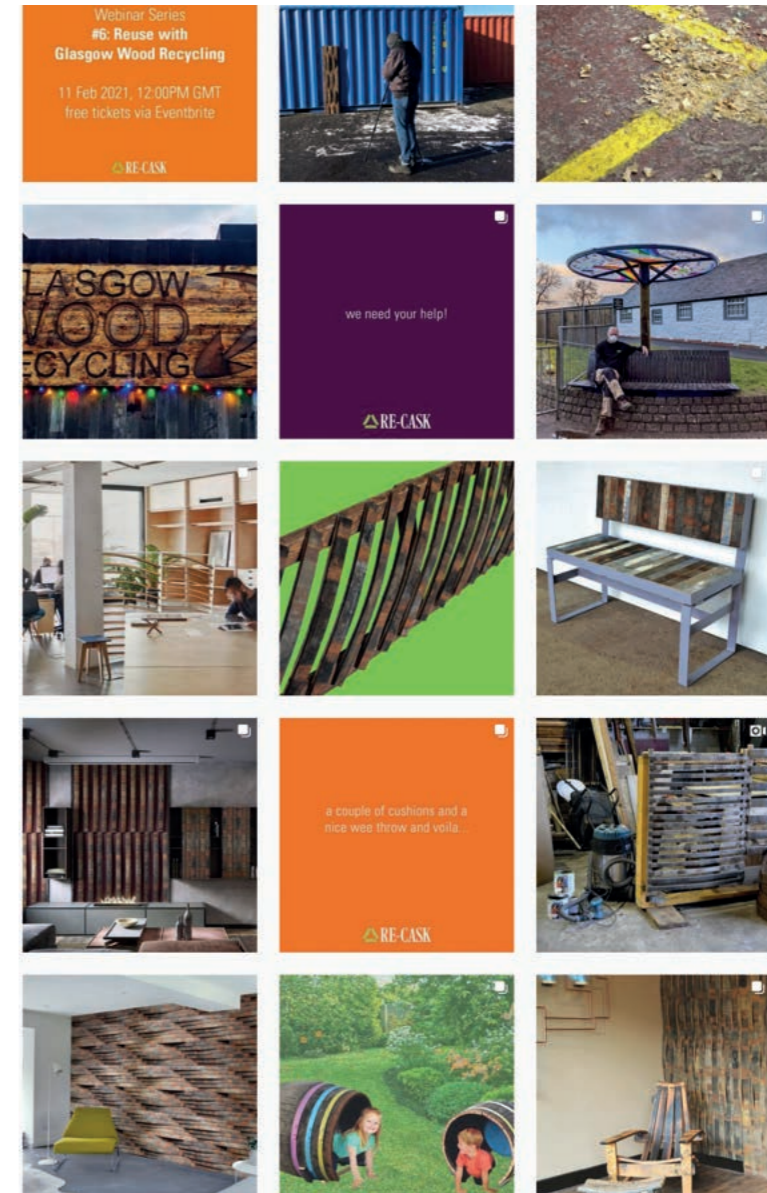
RE-CASK **GLASGOW WOOD RECYCLING**

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RE-CASK **GLASGOW WOOD RECYCLING**

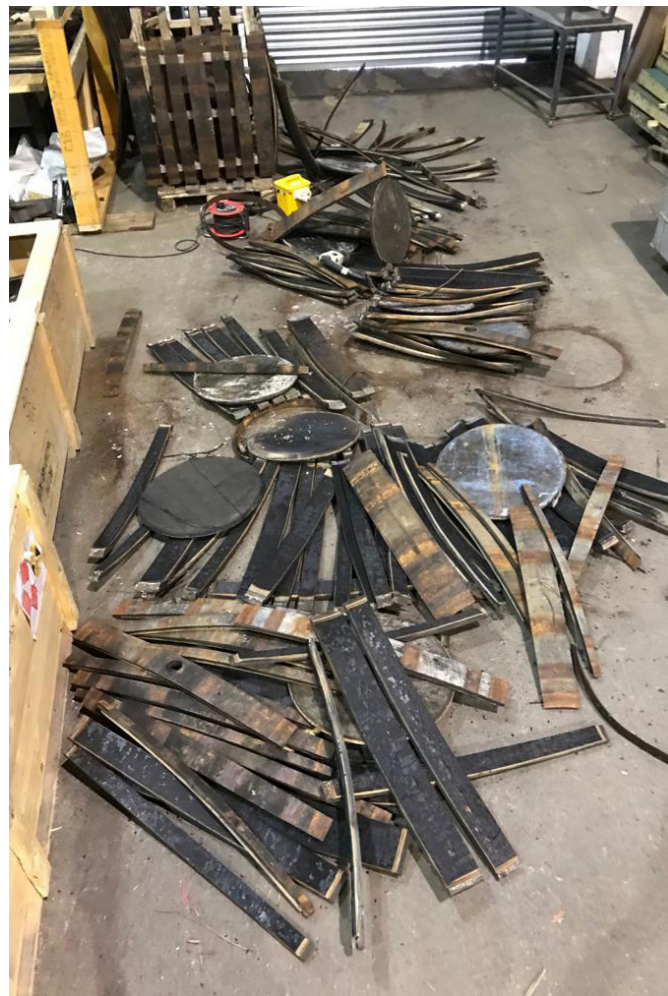
RE-CASK



00 Grading & Parallel Processing

THIS PAGE: breaking apart the barrels and grading them based on their dimensions

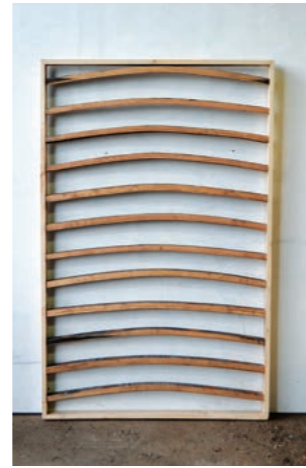
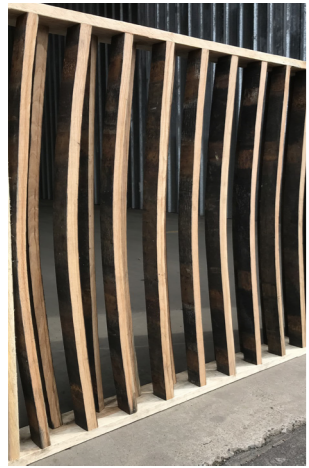
OPPOSITE: the graded stave panel, for use by customers in understanding the grading system



01 Fencing & Screens

THIS PAGE: a selection of RE-CASK panels using new processing techniques, finishes and frame sizes, and potential applications

OPPOSITE: the arc screen in a restaurant setting



01 Fencing & Screens

THIS PAGE: feedback from an architecture studio in Glasgow. OPPOSITE: social media comments from Facebook and Instagram



I think in particular I really like the 30° screens, they'd fit well with quite a few projects we were working on. Same goes for the narrow stave fencing, they're much more of a unique to alternative compared to what's on the market. They show off the staves really well.

Collective Architecture, Glasgow

Glasgow Wood Recycling
Published by Hootsuite · 17 November at 12:45

🔥 We're looking to start conversations with individuals or organisations who may be interested in our RE-CASK fencing, screens and outdoor furniture. Please drop us a message if you're interested in a chinwag. Link to the digital catalogue can be found here: <http://ow.ly/VISN50CmKh3>

2,963 People reached 166 Engagements Boost post

26 4 comments 6 shares

Like Comment Share

Comment as Glasgow Wood Recycling

Anthony Jones
These look great - I've shared to a group I'm in who may have some people interested in having a chat.
Like Reply Message · 2 w

Glasgow Wood Recycling
Published by Hootsuite · 13 October

We're exploring the potential for our whisky casks to be transformed into oak stave fencing panels. Fully customisable in colour, spacing, height and length, these panels can be made to fit any space, and have the added bonus of being much more durable than your softwood alternative. Anyone considering an upgrade ready for their outdoor Christmas party? A cheeky outdoor bar? A balcony area? Or maybe just some home improvements?

2,477 People reached 460 Engagements Boost post

55 10 comments 4 shares

Like Comment Share

Comment as Glasgow Wood Recycling

Jennifer Allan-Fella Fab Fell
Like Reply Message · 7 w

Mid Sussex Wood Recycling Project
We trimmed some and used them as individual slats for a hammock. Ideal for the Summer snooze...
Like Reply Message · 7 w

Kirsty FitzAbbott
Ooooh def interested in fencing, pls can you dm me details?
Like Reply Message · 6 w

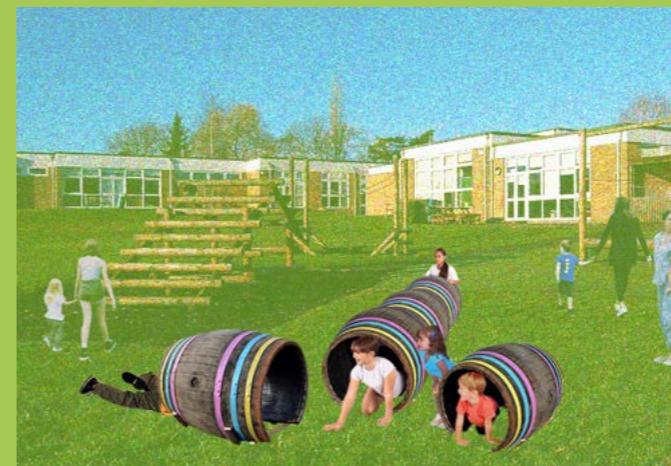
Alison Purssell
I have an electric meter under a stair (new house) previous owners cover with a radiator cover, far too big! Like the idea of the whisky stave, fence like, it would sit on the laminate floor, is that doable? Size would be 2ft by 2ft
Like Reply Message · 6 w

"We need a garden fence, and this ticks a lot of boxes! I also need garden furniture, a shed, garden privacy screens in varying heights, a footstool and a whole other bunch of stuff, the list is endless but so are my ideas for how you could use staves to do it!"

interest on Instagram

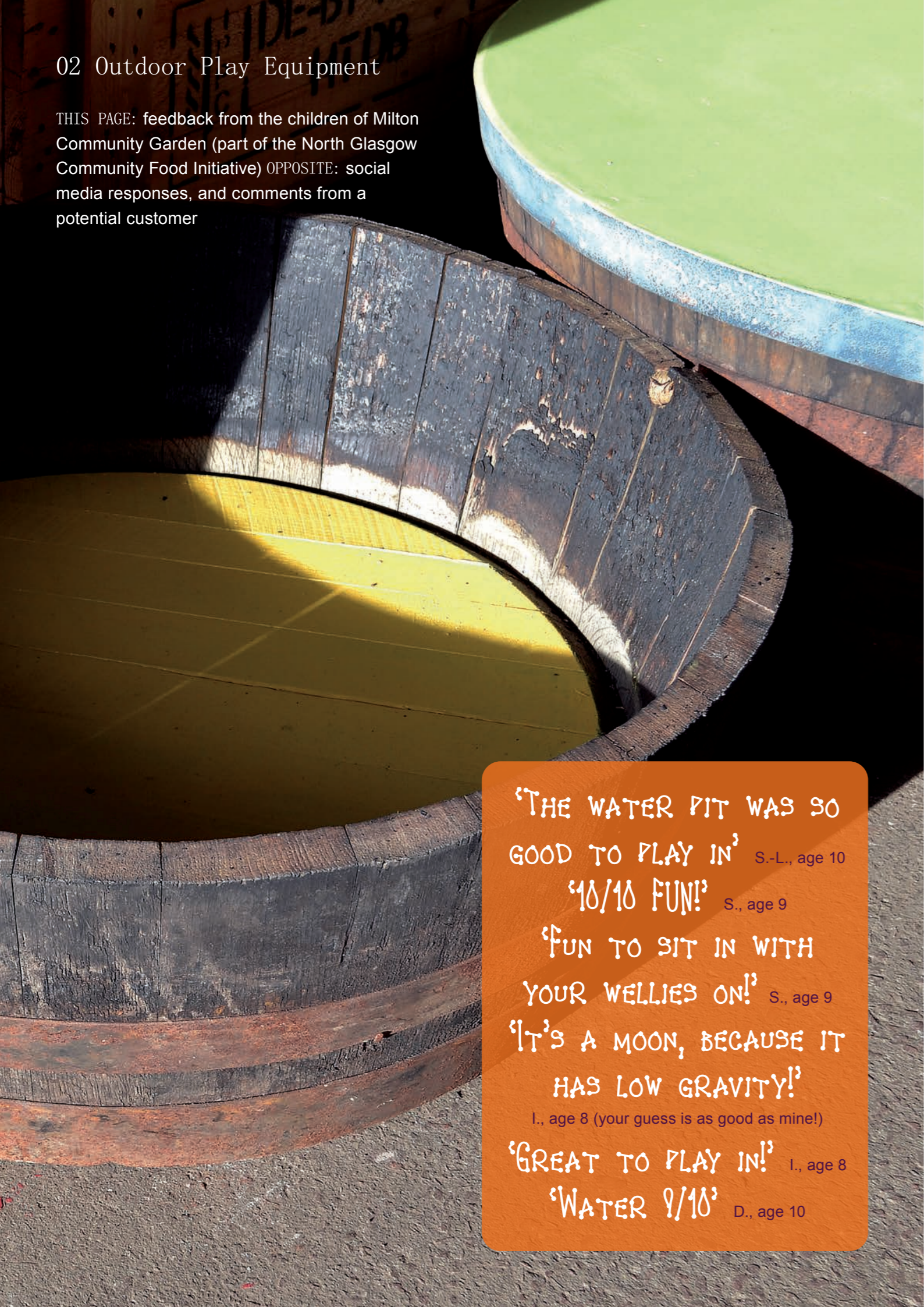
02 Outdoor Play Equipment

THIS PAGE: sand/water play and the pulpit
OPPOSITE: a volunteer painting a few pieces and
a selection of mock ups for marketing material



02 Outdoor Play Equipment

THIS PAGE: feedback from the children of Milton Community Garden (part of the North Glasgow Community Food Initiative) OPPOSITE: social media responses, and comments from a potential customer



'THE WATER PIT WAS SO GOOD TO PLAY IN' S.-L., age 10
 '10/10 FUN!' S., age 9
 'FUN TO SIT IN WITH YOUR WELLIES ON!' S., age 9
 'IT'S A MOON, BECAUSE IT HAS LOW GRAVITY!' I., age 8 (your guess is as good as mine!)
 'GREAT TO PLAY IN!' I., age 8
 'WATER 9/10' D., age 10

Glasgow Wood Recycling
 Published by Hootsuite · 21 October · 🌐

👶👦 Kids stepping stones! 🌈🌈 another prototype developed from our disused oak casks. What do you guys think? The floor is lava- make sure you don't fall in!! 🔥🔥 These are destined for a local community group, but if you or anyone you know is interested in trialling them we'd absolutely love to hear from you.

1,820 People reached 181 Engagements Boost post

47 5 comments 2 shares

Like Comment Share

Most relevant

Comment as Glasgow Wood Recycling

Monica Davidson
 Fab idea! Showed the photos to my 7 year old daughter and she thought they looked great
 Like Reply Message · 6 w

Sandra Cunningham
 The children at Riverbrae school would love these in their play area
 Love Reply Message · 6 w

Lynne Carroll
 Stencil numbers on them then they are educational too!
 Like Reply Message · 6 w

Rhu Barb
 Great idea
 Like Reply Message · 6 w

Kate Gordon
 Fantastic
 Like Reply Message · 6 w

Write a comment...

Milton Community Garden and Food Hub
 1 December at 18:19 · 🌐

What a fab night we all had, the Young Planters have been testing and investigating some prototype new play equipment kindly on loan from [Glasgow Wood Recycling!!!](#) Thank you so much GWR!! Think it's fair to say our wee Tuesday Gang are loving the equipment so far! 🥰🥰🥰

#playoutdoors #partnershipworking

You and 14 others 2 comments 5 shares

Love Comment Share

Most relevant

Comments or questions

Press Enter to post.

Liz Cotton
 Looks great fun! 🥰 2
 Like Reply · 2 d

View 1 more comment

"As a school, we are very keen to support sustainability and environmentally friendly approaches, we're currently embarking on a creative project, it is in its infancy but we are thinking along the lines of a building project with re-purposed resources so we are really interesting in the RE-CASK project. Thanks for sharing!"
 Ysgol Maes y Felin School, Wales

03 Cladding

THIS PAGE: potential mock-ups to be used in the cladding brochure
OPPOSITE: the checkerboard cladding



03 Cladding


THIS PAGE: feedback from an existing customer. OPPOSITE: social media comments and engagement

“I don't have anything going on at the minute which I could see a place for this but will definitely consider it in future. We've installed radiator covers and wall cladding similar to these designs at our site in Dalmuir and people are always commenting on how good it looks. Keep up the good work!”

Chivas Regal

Glasgow Wood Recycling
Published by Hootsuite · 27 November at 17:02 · 🌐

🏠 A cladding option we're considering at the moment with our oak staves... all about the mock up's, but we hope this gets your creative juices flowing to get some real cladding in action! 🙌 Let us know your thoughts, and if there's anyone who could be interested!



1,688 People reached 124 Engagements [Boost post](#)

👍❤️ 28 8 comments 2 shares

👍 Like 🗨 Comment ➦ Share

Most relevant ▾

Comment as Glasgow Wood Recycling 🗨 📷 📧 🗑

Bev Hay
Something like that on a garden wall or balcony with space to plant flowers and herbs would be amazing
Like Reply Message · 5 d 4

↳ 1 reply

Lynne Carroll
Nice in someone else's home or in a bar etc but I wouldn't have it in my place.... Too much to dust! 🙄
Like Reply Message · 5 d 2

↳ 1 reply

Louise Cameron
If it had integrated bookshelves...
Like Reply Message · 5 d 1


Alison Pursell
Too much OTT, I would have a room divider
Like Reply Message · 5 d

↳ 1 reply

Lynn Robertson
I love it!!
Like Reply Message · 5 d 1

Glasgow Wood Recycling
Published by Hootsuite · 20 November at 17:30 · 🌐

One of our Chivas Regal Full Stave panels came out yesterday to glint away in the sunshine ☀️ Copper colours looking magic! ✨ Utilising the full length of the barrel, these cladding panels were installed to none other than [Chivas Royal's](#) reception area. With hundreds of configuration possibilities, in the right setting there's so much potential!! Have we anyone looking for unique cladding options? How would you like to see your cladding? Head to the website to view the full p... [See more](#)



2,304 People reached 167 Engagements [Boost post](#)

👍❤️😍 53 3 comments 3 shares

👍 Like 🗨 Comment ➦ Share

Most relevant ▾

Comment as Glasgow Wood Recycling 🗨 📷 📧 🗑

Morag Brown
Beautiful work. Would love a chair for the garden after covid xx stay safe
Love Reply Message · 1 w 1

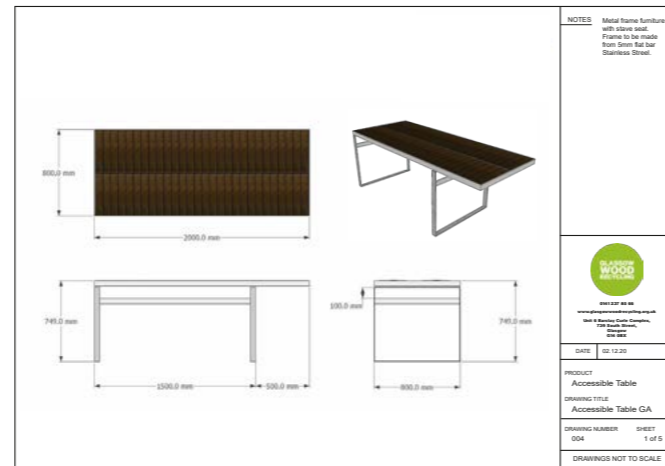
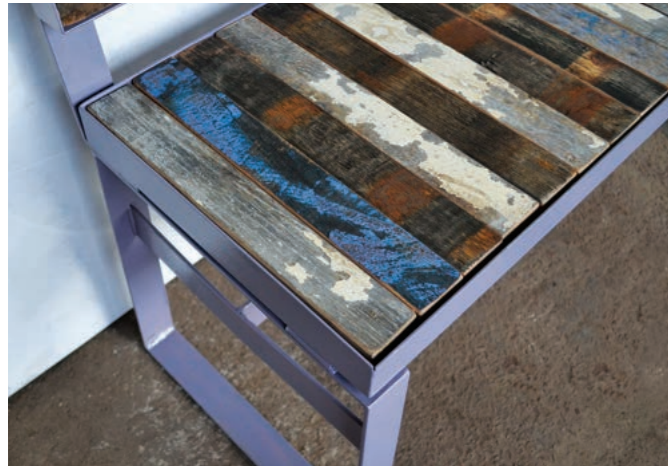
Ruby Lava
That looks amazing! 🙌❤️
Love Reply Message · 1 w 1

Anthony Jones
Can you give me a quote for a 4m x 4m section for a feature wall?
Like Reply Message · 1 w

04 Outdoor Furniture

THIS PAGE (CLOCKWISE): close up of the seating panel on the bench with back, technical drawing of the accessible table, stills from a filming day for the RE-CASK promotional video

OPPOSITE: an outdoor scene featuring RE-CASK furniture, screens and fencing; and 3D models of the stool, double bench and bench with back



04 Outdoor Furniture

THIS PAGE: The Sustrans bench outside Kilbarchan School in Johnstone
OPPOSITE: feedback on the outdoor furniture range, and below, MailChimp survey statistics for the Sustrans bench



I see huge outdoor potential for these products in private gardens. I can see people going outside with their coffee and laptop, working from home, particularly as that's likely to continue, and enjoying a change of setting from being indoors.

Right now the market is extremely buoyant right now for outdoor furniture, so this project came at completely the right time. You also tick the boxes that its environmentally conscious, its socially aware, and its considerate of peoples lifestyle shifts moving more towards the home.

a Scottish interior designer, media writer & TV presenter

87% said it was really positive that the bench was made from whisky staves

87% said the bench was well worth a visit

26% said it was super comfortable

61% said it was comfortable to sit on

RE-CASK presents an extremely exciting opportunity for GWR.

It will allow us to continue working towards a more circular and low carbon future, whilst also providing valuable training opportunities to those in the Glasgow area.