



# Review of Bpf.co.uk

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## Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Mobile

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## Iconography

 Good

 To Improve

 Errors

 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve

 No action necessary



## Title Tag



The UK's Leading Plastic Trade Association

**Length:** 47 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



## Meta Description



The British Plastics Federation (BPF) is the leading trade association for the UK Plastic Industry, with over 500 members and 1200 affiliated members. Encompassing the whole plastic industry supply chain including raw material suppliers, processors,

**Length:** 249 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



## Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[The UK's Leading Plastic Trade Association](https://www.bpf.co.uk/)  
[bpf.co.uk/](https://www.bpf.co.uk/)

The British Plastics Federation (BPF) is the leading trade association for the UK Plastic Industry, with over 500 members and 1200 affiliated members. Encompassing the whole plastic industry supply chain including raw material suppliers, processors,

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

| <H1> | <H2> | <H3> | <H4> | <H5> | <H6> |
|------|------|------|------|------|------|
| 2    | 32   | 5    | 1    | 1    | 26   |

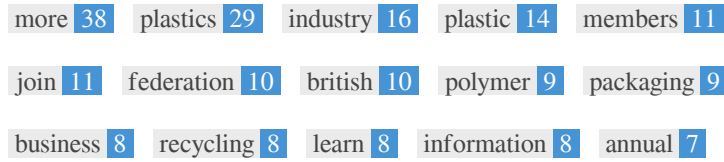
- <H1> Featured Stories </H1>
- <H1> Upcoming Events </H1>
- <H2> Understanding CBAM – A Quick Overview For The Plastics Industry </H2>
- <H2> BPF Response to Government Announcement on Net Zero and Consistent Collections </H2>
- <H2> Draft Zero Release on the Global Treaty to End Plastic Pollution </H2>
- <H2> BPF Chemical Recycling Event to Explore Mass Balance, Feedstock Availability and LCAs </H2>
- <H2> Call for Papers: The Plastics in Automotive Seminar 2023! </H2>
- <H2> BPF Launches New Sustainable Packaging Course with 50% Discount </H2>
- <H2> BPF Council attend meeting at the Bank of England </H2>
- <H2> The BPF Promotes Collaboration Between Industry and Schools via its Second Career Ambassador Training Session </H2>
- <H2> Enhancing Productivity: Insights from the BPF Productivity Seminar 2023 </H2>
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- <H2> BPF statement in response to 'Forever Toxic' report </H2>
- <H2> Free Webinar Explaining How Companies Can Benefit From A Climate Change Agreement </H2>
- <H2> BPF Urges Growth in Recyclable Packaging </H2>
- <H2> Nigel Flowers becomes BPF President </H2>
- <H2> Popular BPF Productivity Seminar Returns this June </H2>
- <H2> Chemical Recycling 2023 </H2>
- <H2> Meet the Toolmaker 2023 </H2>
- <H2> BPF Recycling Event 2023 </H2>
- <H2> Plastics and Packaging 2023 </H2>
- <H2> Plastics and AI </H2>
- <H2> Thermoplastic Composites 2023 - Sustainable Solutions for Greener Energy </H2>
- <H2> Plastics in Automotive Applications 2023 </H2>
- <H2> BPF Annual Dinner 2024 </H2>
- <H2> Courses </H2>
- <H2> Plastic Suppliers </H2>
- <H2> Members Directory </H2>

<H2> Jobs </H2>  
<H2> Member Services </H2>  
<H2> Sustainable Tools </H2>  
<H2> Find a Plastic Supplier </H2>  
<H2> Courses </H2>  
<H3> Who are we </H3>  
<H3> The BPF help provide the following </H3>  
<H3> What's New </H3>  
<H3> What Members say About Us </H3>  
<H3> Get the latest industry news straight to your mailbox </H3>  
<H4> View All Events </H4>  
<H5> Subscribe to BPF updates </H5>  
<H6> The BPF </H6>  
<H6> Become a Member </H6>  
<H6> BPF Key Docs </H6>  
<H6> BPF Structure </H6>  
<H6> Advertise </H6>  
<H6> Industry News </H6>  
<H6> What's New </H6>  
<H6> Media and Public </H6>  
<H6> General Updates </H6>  
<H6> BPF Events </H6>  
<H6> Awards </H6>  
<H6> Trade Shows </H6>  
<H6> Courses </H6>  
<H6> Environment </H6>  
<H6> Packaging </H6>  
<H6> Health </H6>  
<H6> BPF Positions </H6>  
<H6> Plastic Materials </H6>  
<H6> Applications </H6>  
<H6> Industry Guidelines </H6>  
<H6> Plastic Processes </H6>  
<H6> Search </H6>  
<H6> Browse </H6>  
<H6> Add Company </H6>  
<H6> Find </H6>  
<H6> Member Resources </H6>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

## Keywords Cloud



This Keyword Cloud provides an insight into the frequency of keyword usage within the page.


It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

## Keyword Consistency

| Keywords    | Freq | Title | Desc | <H> |
|-------------|------|-------|------|-----|
| more        | 38   | ✗     | ✗    | ✗   |
| plastics    | 29   | ✗     | ✓    | ✓   |
| industry    | 16   | ✗     | ✓    | ✓   |
| plastic     | 14   | ✓     | ✓    | ✓   |
| members     | 11   | ✗     | ✓    | ✓   |
| join        | 11   | ✗     | ✗    | ✗   |
| federation  | 10   | ✗     | ✓    | ✗   |
| british     | 10   | ✗     | ✓    | ✗   |
| polymer     | 9    | ✗     | ✗    | ✗   |
| packaging   | 9    | ✗     | ✗    | ✓   |
| business    | 8    | ✗     | ✗    | ✗   |
| recycling   | 8    | ✗     | ✗    | ✓   |
| learn       | 8    | ✗     | ✗    | ✗   |
| information | 8    | ✗     | ✗    | ✗   |
| annual      | 7    | ✗     | ✗    | ✓   |

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

We found 52 images on this web page  
 32 ALT attributes are empty or missing.

/Utility/BannerHandler.ashx?id=658  
/Utility/BannerHandler.ashx?id=672  
[https://www.bpf.co.uk/Data/Content/images/shutterstock\\_1928690141.jpg](https://www.bpf.co.uk/Data/Content/images/shutterstock_1928690141.jpg)  
<https://www.bpf.co.uk/Data/Content/images/UK Parliament image.jpg>  
</resource/template/2022/home/assets/images/bpf-news.jpg>  
[https://www.bpf.co.uk/Data/Content/images/Chemical Recycling 2023\(1\).jpg](https://www.bpf.co.uk/Data/Content/images/Chemical Recycling 2023(1).jpg)  
<https://www.bpf.co.uk/Data/Content/images/car.jpg>  
[https://www.bpf.co.uk/Data/Content/images/smartmockups\\_lkcdoa9p.jpg](https://www.bpf.co.uk/Data/Content/images/smartmockups_lkcdoa9p.jpg)  
<https://www.bpf.co.uk/Data/Content/images/Bank of England building.jpg>  
<https://www.bpf.co.uk/Data/Content/images/CA training June 2023.jpg>  
<https://www.bpf.co.uk/Data/Content/images/BPF Productivity Seminar 2023.jpg>  
<https://www.bpf.co.uk/Data/Content/images/Jo Davis.jpg>  
<https://www.bpf.co.uk/Data/Content/images/chem recycling hub.png>  
<https://www.bpf.co.uk/Data/Content/images/Bottle being recycled.jpg>  
<https://www.bpf.co.uk/Data/Content/images/CCA.jpg>  
[https://www.bpf.co.uk/Data/Content/images/B Lodge speaking at plastics live\\_.png](https://www.bpf.co.uk/Data/Content/images/B Lodge speaking at plastics live_.png)  
<https://www.bpf.co.uk/Data/Content/images/Nigel Flowers BPF President.jpg>  
[https://www.bpf.co.uk/Data/Content/images/Productivity\(1\).jpg](https://www.bpf.co.uk/Data/Content/images/Productivity(1).jpg)  
[https://www.bpf.co.uk/Data/Content/images/Chemical Recycling 2023\(1\).jpg](https://www.bpf.co.uk/Data/Content/images/Chemical Recycling 2023(1).jpg)  
<https://www.bpf.co.uk/Data/Content/images/Meet the Toolmaker 2023.jpg>  
<https://www.bpf.co.uk/Data/Content/images/Recycling seminar thumbnail.png>  
[https://www.bpf.co.uk/Data/Content/images/shutterstock\\_1129438820.jpg](https://www.bpf.co.uk/Data/Content/images/shutterstock_1129438820.jpg)  
</resource/template/2022/home/assets/images/bpf-event.jpg>  
[https://www.bpf.co.uk/Data/Content/images/shutterstock\\_1010491582.jpg](https://www.bpf.co.uk/Data/Content/images/shutterstock_1010491582.jpg)  
[https://www.bpf.co.uk/Data/Content/images/shutterstock\\_701263555.jpg](https://www.bpf.co.uk/Data/Content/images/shutterstock_701263555.jpg)  
</resource/template/2022/home/assets/images/bpf-event.jpg>  
</resource/template/2022/home/assets/images/about-img1.png>  
</resource/template/2022/home/assets/images/nick-skidmore.png>  
</resource/template/2022/home/assets/images/john-hardwick.png>  
</resource/template/2022/home/assets/images/paul-wightman.png>  
</resource/template/2022/home/assets/images/sharon-tinsley.png>  
</resource/template/2022/home/assets/images/adrian-whyle.png>

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



### Text/HTML Ratio



HTML to Text Ratio is: **16.24%**

Text content size 13308 bytes

Total HTML size 81932 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



### GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 80 KB to 20 KB (75.3 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.



It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 37.143.141.16 does not redirect to bpf.co.uk  


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Warning! We have detected parameters in a massive number of URLs  


Your site's URLs contain unnecessary elements that make them look complicated. A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these\_are\_underscores) in your URLs  


Great, you are not using ?underscores (these\_are\_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.





### WWW Resolve



Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



### XML Sitemap



Good, you have XML Sitemap file!  
<http://bpf.co.uk/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



### Robots.txt



Good, you have Robots.txt file!  
<http://bpf.co.uk/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

 **Embedded Objects** Perfect, no embedded objects has been detected on this page  


Embedded Objects such as Flash. It should only be used for specific enhancements.  
Although Flash content often looks nicer, it cannot be properly indexed by search engines.  
Avoid full Flash websites to maximize SEO.

 **Iframe** Oh no, iframe content has been detected on this page  


Frames can cause problems on your web page because search engines will not crawl or index the content within them.  
Avoid frames whenever possible and use a NoFrames tag if you must use them.

 **Domain Registration** Exactly how many years and months  


Domain Age: 27 Years, 86 Days

Created Date: 1st-Aug-1996

Updated Date: 9th-Mar-2023

Expiry Date: 22nd-Feb-2032

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.  
Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

 **Indexed Pages**  


Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

 **Backlinks Counter**  


Number of backlinks to your website

2,233 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## URL

http://bpf.co.uk  
**Length:** 3 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



## Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



## Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

✔ **Page Size**  
⚙️⚙️⚙️

80 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

✘ **Load Time**  
⚙️⚙️⚙️

1.09 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

✔ **Language**  
⚙️⚙️⚙️

Good, you have declared your language  
Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

## Domain Availability

\*\*\*

| Domains (TLD) | Status             |
|---------------|--------------------|
| bpf.com       | Already Registered |
| bpf.net       | Already Registered |
| bpf.org       | Already Registered |
| bpf.biz       | Already Registered |
| bpf.us        | Already Registered |

Register the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability

\*\*\*

| Domains (TLD) | Status             |
|---------------|--------------------|
| vpf.uk        | Already Registered |
| fpf.uk        | Already Registered |
| gpf.uk        | Already Registered |
| hpf.uk        | Already Registered |
| npf.uk        | Already Registered |

Register the various typos of your domain to protect your brand from cybersquatters.



### Email Privacy



Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



### Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



## Mobile Friendliness



Awesome! This page is mobile-friendly!  
Your mobile friendly score is 60/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



## Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.  
But avoid using Embedded Objects, so your content can be accessed on all devices.





The screenshot shows the top navigation of the BPF website. On the left is the BPF logo, a stylized triangle in blue, green, and yellow, followed by the text 'BPF | British Plastics Federation'. To the right is a hamburger menu icon. Below the navigation is a promotional banner for 'Meeting and Conferencing Space'. The banner features a photograph of a conference room with a large white table and black chairs. Text on the banner includes 'Meeting and Conferencing Space', 'Full and Half Day Rates Available', and a blue 'BOOK NOW' button. A red badge in the top right corner of the banner says 'BPF Member SOLUTION PROVIDER'. The BPF logo is also visible in the bottom right corner of the banner.



# Featured Stories

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Server IP

| Server IP     | Server Location | Service Provider |
|---------------|-----------------|------------------|
| 37.143.141.16 | Not Available   | Not Available    |

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

## Speed Tips

Tips for authoring fast-loading HTML pages:

- ✘ Too bad, your website has too many CSS files.
- ✘ Too bad, your website has too many JavaScript files.
- ✔ Perfect, your website doesn't use nested tables.
- ✘ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

## Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

 **Doc Type**  


Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.  
For example, what version of HTML the page is written in.  
Declaring a doctype helps web browsers to render content correctly.

 **W3C Validity**  


W3C not validated

W3C is a consortium that sets web standards.  
Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.  
Run the W3C validation service whenever changes are made to your website's code.

 **Encoding**  


Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

## Social Data

Your social media status

 Facebook:  BritishPlasticsFederation

 Twitter:  Thebpf

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

## Traffic Rank

No Global Rank



A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

## Visitors Localization

Your website is popular on following countries:



|               |      |
|---------------|------|
| Popularity at | None |
| Regional Rank | None |

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

## Estimated Worth

\$60 USD



Just a estimated worth of your website based on Alexa Rank.



## In-Page Links



We found a total of 135 links including both internal & external links of your site

| Anchor                                   | Type           | Follow   |
|--|----------------|----------|
| Eco Design                               | Internal Links | Dofollow |
| Education & Skills                       | Internal Links | Dofollow |
| Plastipedia                              | Internal Links | Dofollow |
| BPF Energy                               | Internal Links | Dofollow |
| Login                                    | Internal Links | Dofollow |
| No Anchor Text                           | Internal Links | Dofollow |
| About the BPF                            | Internal Links | Dofollow |
| History of the BPF                       | Internal Links | Dofollow |
| Who's Who at the BPF                     | Internal Links | Dofollow |
| Meeting Facilities                       | Internal Links | Dofollow |
| Industry Figures                         | Internal Links | Dofollow |
| Contact Us                               | Internal Links | Dofollow |
| Annual Review                            | Internal Links | Dofollow |
| Members' Directory                       | Internal Links | Dofollow |
| Business Conditions Survey               | Internal Links | Dofollow |
| Media Pack                               | Internal Links | Dofollow |
| Join the BPF                             | Internal Links | Dofollow |
| Membership Benefits                      | Internal Links | Dofollow |
| BPF Member Groups                        | Internal Links | Dofollow |
| Central Committees                       | Internal Links | Dofollow |
| Business Support Network                 | Internal Links | Dofollow |
| Affiliated Organisations                 | Internal Links | Dofollow |
| Climate Change Agreement                 | Internal Links | Dofollow |
| BPF News                                 | Internal Links | Dofollow |
| Industry News                            | Internal Links | Dofollow |
| The Positive Contribution of Plastic     | Internal Links | Dofollow |
| Information for the Media                | Internal Links | Dofollow |
| Innovations                              | Internal Links | Dofollow |
| Join the Mailing List                    | Internal Links | Dofollow |
| Seminars                                 | Internal Links | Dofollow |
| Webinars                                 | Internal Links | Dofollow |
| Annual Dinner                            | Internal Links | Dofollow |
| Technical Papers & Videos                | Internal Links | Dofollow |
| Webinar Archive                          | Internal Links | Dofollow |
| Chemical Recycling                       | Internal Links | Dofollow |
| Packaging                                | Internal Links | Dofollow |
| Plastics and AI                          | Internal Links | Dofollow |
| Recycling                                | Internal Links | Dofollow |
| Thermoplastic Composites                 | Internal Links | Dofollow |
| Homers Awards                            | Internal Links | Dofollow |
| Trade Shows                              | Internal Links | Dofollow |
| Short Courses                            | Internal Links | Dofollow |
| Operation Clean Sweep                    | Internal Links | Dofollow |
| Sustainability                           | Internal Links | Dofollow |
| Plastics:A Vision for a Circular Economy | Internal Links | Dofollow |
| Where Can I Recycle My Plastic?          | Internal Links | Dofollow |
| Packaging                                | Internal Links | Dofollow |

|                                  |                |          |
|----------------------------------|----------------|----------|
| Eco Design                       | Internal Links | Dofollow |
| Coronavirus Update               | Internal Links | Dofollow |
| Health & Safety                  | Internal Links | Dofollow |
| Brexit and the plastics industry | Internal Links | Dofollow |
| Industry Topics                  | Internal Links | Dofollow |
| Position Statements              | Internal Links | Dofollow |
| History of Plastics              | Internal Links | Dofollow |
| A-Z Additives                    | Internal Links | Dofollow |
| Polymer:Thermoplastics           | Internal Links | Dofollow |
| Polymer:Thermosets               | Internal Links | Dofollow |
| Polymer:Bio-Based/Degradables    | Internal Links | Dofollow |
| Polymer Prices                   | Internal Links | Dofollow |
| Energy Use                       | Internal Links | Dofollow |
| Standards                        | Internal Links | Dofollow |
| BPF Literature & Guides          | Internal Links | Dofollow |
| Life Cycle Analysis              | Internal Links | Dofollow |
| A-Z Processes                    | Internal Links | Dofollow |
| Testing Techniques               | Internal Links | Dofollow |
| Recycling & Sustainability       | Internal Links | Dofollow |
| Applications (Plastics in Use)   | Internal Links | Dofollow |
| Home                             | Internal Links | Dofollow |
| Search Directory                 | Internal Links | Dofollow |
| Directory A-Z                    | Internal Links | Dofollow |
| Location & Category              | Internal Links | Dofollow |
| Business Category                | Internal Links | Dofollow |
| BPF Member Group                 | Internal Links | Dofollow |
| Add Your Company                 | Internal Links | Dofollow |
| Equipment                        | Internal Links | Dofollow |
| Moulded Products                 | Internal Links | Dofollow |
| Packaging                        | Internal Links | Dofollow |
| Raw Material                     | Internal Links | Dofollow |
| Recycled Material                | Internal Links | Dofollow |
| Consultant                       | Internal Links | Dofollow |
| Platts Insights and Prices       | Internal Links | Dofollow |
| Polymer Prices                   | Internal Links | Dofollow |
| International Market Data        | Internal Links | Dofollow |
| Sale Leads                       | Internal Links | Dofollow |
| Chemical Legislation             | Internal Links | Dofollow |
| Technical Papers & Videos        | Internal Links | Dofollow |
| Get Funding                      | Internal Links | Dofollow |
| Health & Safety                  | Internal Links | Dofollow |
| Legal Support                    | Internal Links | Dofollow |
| BPF Branding                     | Internal Links | Dofollow |
| Communication Tools              | Internal Links | Dofollow |
| Your Company Page                | Internal Links | Dofollow |
| Events                           | Internal Links | Dofollow |
| Promote Your Company             | Internal Links | Dofollow |
| Influence UK Policy              | Internal Links | Dofollow |
| Plastipedia                      | Internal Links | Dofollow |
| Find a Supplier                  | Internal Links | Dofollow |
| Members Area                     | Internal Links | Dofollow |
| Polymer Prices                   | Internal Links | Dofollow |
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| Understanding CBAM – A Quick Overview For The Plastics Industry<br>The Cross Border Adjustment Mechanism (CBAM) has been proposed by the EU as a mechanism to stop what is known as 'carbon leakage'. Here's all you need to know... <a href="#">Learn more</a>  | Internal Links | Dofollow |
| BPF Response to Government Announcement on Net Zero and Consistent Collections<br>Mixed messages are being sent to investors as well as the industry, making it hard for businesses to plan and hard for investors to commit to what are necessarily long-term investments. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| Draft Zero Release on the Global Treaty to End Plastic Pollution<br>Understand more about the Global Treaty to End Plastic Pollution, what the report covers, and how the BPF is engaging in the Treaty. <a href="#">Learn more</a>  | Internal Links | Dofollow |
| BPF Chemical Recycling Event to Explore Mass Balance, Feedstock Availability and LCAs<br>The British Plastics Federation (BPF) is hosting its highly popular half-day online seminar on 19 October exploring the latest developments in chemical recycling. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| Call for Papers: The Plastics in Automotive Seminar 2023!<br>We are actively seeking dynamic speakers who can deliver compelling case studies that showcase innovations and best practices in the Plastics automotive industry. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| BPF Launches New Sustainable Packaging Course with 50% Discount<br>The British Plastics Federation (BPF) has announced the launch of its latest online course: A Guide to Incorporating Recycled Plastic into Packaging. This short course is designed to enable early-stage designers, processors, brands, and those in the plastics supply chain to create more sustainable plastic packaging solutions. <a href="#">Learn more</a>  | Internal Links | Dofollow |
| BPF Council attend meeting at the Bank of England<br>On 12 July 2023, the British Plastics Federation (BPF) and members of the BPF Council attended what has become an annual meeting at the Bank of England. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| The BPF Promotes Collaboration Between Industry and Schools via its Second Career Ambassador Training Session<br>British Plastics Federation had its second Career Ambassador Training session where companies learnt to give talks to schools. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| Enhancing Productivity: Insights from the BPF Productivity Seminar 2023<br>The British Plastics Federation (BPF) "Productivity in the Plastics Industry" Seminar held on June 14th at the MTC Coventry proved to be an exceptional gathering of industry professionals dedicated to improving productivity in the plastics manufacturing sector. See photos from the event. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| BPF appoints new Education & Skills Chair<br>Jo Davis, Managing Director of Dorking-based Broanmain Plastics, has been elected as the new Chair of the British Plastics Federation (BPF) Education & Skills Committee. As Jo prepares to host her first roundtable committee discussion in September 2023, she examines the future skills strategy that the BPF hopes will continue to stimulate economic growth and attract a new contingent of talent for UK polymer processors of all sizes. <a href="#">Learn more</a> | Internal Links | Dofollow |
| Leading Plastics Stakeholders Rally In Support Of Chemical Recycling<br>The BPF's letter to key politicians regarding the government's announcement that a consultation will be launched on whether mass balance can be used to account for chemically recycled material within the Plastic Packaging Tax. <a href="#">Learn more</a>  | Internal Links | Dofollow |
| BPF statement in response to 'Forever Toxic' report<br>In response the recent Greenpeace report Forever Toxic: The science on health threats from plastic recycling the British Plastics Federation has published the following statement. <a href="#">Learn more</a>  | Internal Links | Dofollow |
| Free Webinar Explaining How Companies Can Benefit From A Climate Change Agreement<br>The Climate Change Agreement (CCA) scheme opened for new applications in May. The BPF is holding a free webinar, open to all, to explain the scheme and how to apply. <a href="#">Learn more</a>  | Internal Links | Dofollow |
| BPF Urges Growth in Recyclable Packaging<br>Last week saw the British Plastics Federation (BPF) director of packaging, Brian Lodge, outline the opportunities and the pitfalls in designing and making new environmental packaging for the emerging circular economy. <a href="#">Learn more</a>   | Internal Links | Dofollow |
| Nigel Flowers becomes BPF President<br>On the 17th May 2023 at the BPF's 88th Annual General Meeting (AGM), Nigel Flowers, Managing Director of Sumitomo (SHI) Demag Plastics Machinery UK was unanimously elected as the BPF's new President. <a href="#">Learn more</a>  | Internal Links | Dofollow |



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| Popular BPF Productivity Seminar Returns this June<br>On 14 June the British Plastics Federation (BPF) is running the second edition of its highly popular Productivity Seminar. Last year's inaugural event attracted over 70 delegates and featured 11 exhibitors. This year there are more exhibitors, more delegates, and all the more reason to join us.<br><a href="#">Learn more</a> | Internal Links | Dofollow |
| <a href="#">Meet the Toolmaker 2023</a><br>15th November (Telford)<br><a href="#">Learn more</a>  | Internal Links | Dofollow |
| <a href="#">View All Events</a><br>Search all planned BPF seminars and BPF-supported events of interest to the plastics industry. Events listed are typically open to all.  | Internal Links | Dofollow |
| <a href="#">Plastics in Automotive Applications 2023</a><br>6 December 2023<br><a href="#">Learn more</a>   | Internal Links | Dofollow |
| <a href="#">Find a Supplier</a>   | Internal Links | Dofollow |
| <a href="#">Terms and Conditions</a>  | Internal Links | Dofollow |
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| <a href="#">Meet the Toolmaker</a>  | External Links | Dofollow |
| <a href="#">Marine Waste</a>  | External Links | Dofollow |
| <a href="#">Jobs</a>  | External Links | Dofollow |
| <a href="#">Courses</a><br>Find short online courses on polymer topics such as, Energy Management for Plastics Processors, Sustainable Plastic Packaging and more. <a href="#">Learn more</a>   | External Links | Dofollow |
| <a href="#">Jobs</a><br>BPF group members are able to promote and search for roles within the industry. <a href="#">Learn more</a>  | External Links | Dofollow |
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| <a href="#">No Anchor Text</a>  | External Links | Dofollow |

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



## Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.