

# Best Scrap Metal Recycling Service 2026 & Customer-Led Service Innovation Award 2026

We all know how important recycling is in a world where resources are scarce and waste disposal harms the planet, and that is why Countrywide Metals Ltd proudly serves as a trusted scrap metal recycling partner for businesses across its home of the West Midlands and throughout the nation. Working with customers in manufacturing, engineering, construction, and many other commercial sectors, services provided by the company range from commercial scrap metal collections to the purchase of metals. CEO Amy Bird was on hand to tell us more.

Guided by the aim of making recycling, simple, efficient, and rewarding for every customer, Countrywide Metals is a family-run business built on the values of honesty, reliability, professionalism, and sustainability. Its commitment to quality and environmental responsibility is supported by certification to ISO 9001:2015 and ISO 14001:2015, covering the buying, selling, transportation, handling and processing of metals. Furthermore, long-term relationships are built with customers from across a range of commercial sectors who value its dependable and transparent service, which is today delivered by 28 employees aligned with the company's focus on outstanding customer service.

The combination of family values and professional standards is what makes Countrywide Metals unique, and the fact that every customer is both important to it and treated as such, regardless of whether they bring in a small amount of scrap metal to sell or require its large-scale commercial recycling solutions, keeps people coming back. Beyond this, its ongoing investments in the latest equipment, technology, and its workforce keep it at the forefront of the industry, with reliable collections and competitive prices.

***“Our goal is to demonstrate the modern face of scrap metal recycling — a professional, customer-focused industry that delivers real environmental and commercial value.”***

As referenced in the beginning, the recycling industry plays a crucial role in the preservation of our planet, and this is why sustainability continues to be one of its biggest drivers. With businesses becoming increasingly aware of their environmental responsibilities, and looking for partners that can help them meet their sustainability objectives, Countrywide Metals has positioned itself as a company aligned with the future of recycling. For Amy, this future involves innovation, investment, and supporting the circular economy.



Its Birmingham base is ideal for Countrywide Metals to realise these aims, allowing it to provide efficient services for customers across Birmingham, Solihull, the wider West Midlands, and beyond. Amy explained: “The region has a diverse mix of manufacturing, engineering, and construction businesses that all play an important role in the local economy. We are proud to support those businesses by providing reliable recycling services that contribute to their commercial success and the wider circular economy.”

Behind every initiative and goal set by Countrywide Metals is its aforementioned team, which Amy heads as its CEO. Amy's wider mission is to change the narrative for women in recycling one day at a time, something she is achieving through both her role at Countrywide Metals and her work at Women in Recycling, which she also founded. At the helm of Countrywide Metals, Amy has built a positive culture where respect, teamwork, and continuous improvement are all of the utmost importance.

Investing in its people is just as important as investing in the latest equipment and technology for this local scrap metal dealer, and striking that balance continues to be the common theme for the company as we move through the rest of 2026 and beyond. From investment in new machinery and its workforce to further improvements across its recycling operations, Countrywide Metals continues

to strengthen its service, efficiency, and environmental performance.

Undoubtedly the modern face of scrap metal recycling in Birmingham, Countrywide Metals has been there right alongside the industry as it has evolved into a professional, innovative, and environmentally responsible sector. But it is not finished there, and the next steps for this scrap metal dealer in Birmingham and Solihull are defined by its commitment to continue delivering outstanding customer service and invest in innovation, sustainability, and the future.

Recognised as the Best Scrap Metal Recycling Service 2026 for its commercial scrap metal collections and commercial metal recycling across Birmingham and the West Midlands, as well as with our Customer-Led Service Innovation Award 2026 for the exemplary customer service that underpins its scrap metal trade accounts, Countrywide Metals Ltd is more than deserving of its spot in the Midlands Enterprise Awards this year.

More on how its services can help local businesses to recycle their scrap metal can be found below.

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