

## NEWS RELEASE

### **Repak's iPhone App Connects to a Bring Bank Near You**

- **New iPhone App maps out your nearest bring bank**
- **App to be launched during Repak Recycling Week will help you locate your nearest recycling facility, bring bank or recycling centre**
- **Repak are giving away a free iPhone 4 on their Repak Recyclemore Facebook as part of their promotion for the new "Recyclemore search" App.**
- **Repak in conjunction with the 34 Local Authorities have geo coded 2,000 recycling sites nationally**
- **App uses GPS locator on I phone to locate nearest recycling facilities, which can be filtered by material type, recycling facility type (bring bank or recycling centre)**
- **Also if users don't have GPS locator on their iPhone they can locate facilities by geographical area.**

**Dublin 27<sup>th</sup> September 2011:** Next week, people will now be able to find their nearest recycling facility at the swipe of a finger. As part of Repak Recycling Week, which runs from 3rd to the 11th October, Repak will launch an iPhone application that uses GPS locator on iPhones to allow people to find their nearest recycling facility.

Created by Repak in conjunction with all the 34 local authorities, the application lists 99% of the 2,000 recycling centres, bottle banks and bring recycling facilities nationally in the 32 counties.

By using the GPS locator on your smartphone you can locate the nearest recycling facilities to you. This lists them by name, distance from you, and location, if selected the app will show directions on Google maps to the nearest selected facility. You can also query the material accepted, opening hours if relevant and contact details.

You can also use the application to find the nearest

- Facility type (Bring bank, recycling centre)
- Material type (Glass, cardboard, plastic, etc)
- Local Authority area (Dublin County Council, etc)
- Area/Location descriptor (free type e.g. Clondalkin or Dublin 22)

The application will be initially available on the iPhone, but will be launched on both Android and RIM (Blackberry) in the coming month.

"This application is a great way for people to locate their nearest recycling on the go, even if they are unfamiliar with the area," said, Andrew Hetherington CEO of Repak. "We found that

over 50% of traffic on our Recyclemore.ie site was for our Recycling facilities search. This application will mean that people can quickly and easily locate the nearest facility for paper, plastic or glass or any material they wish to recycle, when out and about. This builds on our objective of making recycling as accessible as possible and having geo coded all bring facilities we have built and shared this information with key stakeholders, such as Local Authorities, and made it available on various platforms such as on line, smartphones and sat nav systems”

“This will help spread the load more evenly amongst facilities, particularly during busy times of the year, like Christmas” said Andrew Hetherington CEO of Repak, “We have found that people habitually go to the same facility which could be particularly busy, and become potentially frustrated. This way, they can locate another facility that is in the same vicinity that they were maybe unaware of and would be less utilised.”

As part of the launch promotion we are giving people an opportunity to win an iPhone on our Facebook page Repak Recyclemore.

For iPhone users, you can download the application free of charge on iTunes or visit Recyclemore.ie for more information.

### **Notes to Editor:**

### **Top Ten Recycling packaging items from the workplace**

1. Cereal Boxes
2. Milk/Juice Cartons
3. Sandwich paper bags
4. Take away coffee cups rinsed
5. Plastic clear fruit or salad bowls (rinsed)
6. Glass Jam or Sauce jars
7. Plastic Sandwich clams
8. Take away Pizza boxes (remove food residues)
9. Plastic cleaner and detergent bottles.
10. Soap or washing up liquid dispensers

### **Repak Recycling Week Tips:**

#### **1. Organise Household Bins.**

Put three bins in the kitchen: one for recyclables; one for compostable vegetable waste; one for general waste. Organise a dedicated storage space in your back garden or kitchen. Most hardware stores like Woodies or B&Q sell a range of special recycling bins and, if you have space, it's worth investing and installing these into this dedicated area.

## **2. Recycling in the Bathroom**

Many packaged items that are used in the bathroom can be readily accepted into the traditional plastic bottle and kerbside collection systems. Any plastic bottle marked with the symbol 1 or 2 in a triangle, usually on the bottom of the pack, can be accepted into traditional plastic bottle collection systems. It is not only in your own interest to fully empty all bottles and containers, but it also makes recycling the products easier.

## **3. Recycling in the Bedroom**

Ideally, you should have two bins; one for general waste and one for recyclables. If space is an issue then maybe place a recyclable bin on the landing for use by all bedrooms. This will remind you and encourage you to segregate your recyclables from other general waste.

## **4. Packaging Thrift.**

Check for products with less packaging and use re-usable plates, cups and bags. Buy vegetables loose. Put leftover turkey and ham into reusable lunch boxes or containers with lids instead of using non-recyclable aluminium foil or plastic film. A lot of companies have made great strides in reducing the amount of packaging they use in product. For example, did you know the steel in baked bean cans now weigh today only 53% of what it did on the 1970's dinner table (210g versus 113g for the same amount of beans).

## **5. Find your nearest Recycling Centre or Bring Bank.**

You may be surprised at the wide variety of materials they can accept and most have extended opening hours over Repak Recycle Week. Visit [www.repak.ie](http://www.repak.ie) or check your local paper or for further details.

## **6. Be Clean.**

Wash 'n' squash Tetra Pak containers. Rinse out bottle and cans, remove lids and squash plastic containers to save space. Remember don't litter at bring banks. Take home any boxes or containers you used to bring materials to your local bring bank in.

### **7. Use Re-usable Bags.**

Make sure to use reusable bags when visiting your Recycling Centre or Bring Bank, especially if you're wash 'n' squash your used packaging container. Often people use cardboard boxes, which can get soggy and unusable. Without realising, unfortunately, some people leave these beside Bring Bank and at Recycling Centres – this is littering and makes everyone's job harder.

### **8. Recycle used batteries.**

Collect up all the used batteries. Consider purchasing a battery re-charger and rechargeable batteries for battery operated toys and gadgets. All outlets that sell batteries are required to provide receptacles in store for customers to return their used batteries for recycling. Alternatively look up [www.repak.ie](http://www.repak.ie) to find your nearest recycling centre that accept batteries.

### **About Repak**

- Repak is a not for profit producer responsibility scheme for recycling used packaging funded by packaging levies charged to participating members companies.
- Since 1997 Repak has invested €225 million in supporting packaging recycling in Ireland.
- In total Repak have diverted over 5.7 million tonnes of used packaging from landfill since 1998.
- Repak have helped grow packaging recycling from under 15% in 1998 to nearly 65% in 2010
- Ireland is now ranked eight of the EU 27 in terms of packaging recycling according to the latest Eurostats figures.

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