

## PRESS RELEASE

### Glory for Musgraves as it Scoops Top Repak Recycling Award

- **Musgrave rewarded for their packaging prevention, 100% packaging recycling rate and 30% reduction in its carbon footprint, which translated to 20,339 tonnes of CO2 emissions saved**
- **12 organisations were basked in glory at this year's Annual Repak Recycling Awards.**
- **Baxter Healthcare recognised for innovative Treatment Packs which uses reusable packaging dramatically reducing packaging for hospitals and patients and saved 23 tonnes of waste**
- **Avarto Digital Services, rewarded for introducing new packaging formats that saved 12.5 tonnes of cardboard, or over 35% compared to 2009**
- **Thorntons Recycling – commended for recycling over 18,000 tonnes of packaging alone in 2010**
- **McInerneys Supvalu, recognised for consistently out performing targets and registering recycling rates in excess of 90% for periods during the year against their targeted figure of 75%**

**Dublin 05.10.2011:** Musgrave Group was today recognised as the best Member Award at this year's Repak Recycling Awards.

The awards which took place at Dublin's Convention Centre, and were presided over by Minister Phil Hogan TD, for the Environment Community and Local Government saw other high profile companies recognised for major recycling achievements.

Musgrave Group was recognised overall for its excellent waste management record with 100% of their packaging waste being recycled. For example, Musgrave's Light weighting initiatives such as their 20% packaging reduction of their 5L plastic water bottle has helped to reduce their packaging placed on the market.

The awards which took place as part of Repak Recycling Week, acknowledges best practice and prevention in packaging recycling of companies, schools, local authorities and waste contractors around the country. In total there were 12 awards, these included the Repak Best packaging prevention award (sponsored by the EPA), Repak/An Taisce recycling school of the year award, Repak Best Local Authority of the Year, Repak Recovery Operator of the year, Best Waste Electrical Electronics Equipment and Waste Battery collection events, Best WasteRepak Best member award (sponsored by Arthur Cox), Repak best practice awards. In total 260 guests attended the 10<sup>th</sup> Repak Recycling Awards.

In total 12 awards were presented. The winners were

- The Best Practice in Industry Award - **Baxter Healthcare**
- Best Prevention Initiative Award 2011 - **Arvato Digital Services**

- Repak Best Practice Award – Independent Retailer 2011 - **McInerneys SuperValu Supermarket, Loughrea, Co. Galway**
- Best member Award - **Musgrave Group**
- The Repak/An Táisce Recycling School of the Year 2011 – **Summercove National School, Kinsale, County Cork**
- Best WEEE and Waste Battery Recycling Event of the Year 2011 – **Tesco Ireland**
- Best Waste Battery Collection Area of the Year 2011 (sponsored by WEEE Ireland) – **Wicklow County Council**
- Best Practice Hospitality 2011 (sponsored by Rehab Glasco) – **Castleknock Hotel and Country Club**
- Repak Civic Amenity Site of the Year Award 2011 (sponsored by Fehily Timoney) – **Dundalk Recycling Centre – V and W Recycling**
- Repak Recovery Operator of the Year – Large Company Award 2011(sponsored by Tetra Pak) – **Thorntons Recycling**
- Repak Recovery Operator of the Year – Small to Medium Company Award 2011, Sponsored by Chartered Institute of Wastes Management – **Envirogreen Recycling**
- Repak Local Authority of the Year Award 2011 (sponsored by Rehab Glasco) – **Louth County Council**

**Other achievements were:**

- Baxter Healthcare - 98% reuse of Packaging for renal products
- Summercove National School, Kinsale – rewarded for their attainment of 35% reduction in landfill, 26% reduction in paper usage and waste prevention.
- Eircom Group - This has resulted in a reduction in packaging weights of up to 31% and a 17% increase in the amount of packaging material being recycled.
- Pepsi Cola - Pepsi Cola International Cork has an impressive recycling rate of 69% with a further 28% of packaging being reused with no waste sent to Landfill.
- Arvato Digital Services – 35% reduction in CD case size and 80% reduction in cardboard usage and drop in number of packaging formats from 25 to 7
- Microsoft (Ireland) Operations Ltd (finalist) - saved 2,150 tonnes of material, increased the use of recycled material by 64 tonnes and gave an average reduction of 80% in the carbon footprint of their packaging
- Pfizer Ireland Pharmaceuticals (finalist) – decreased packaging usage by 682 tonnes in 2010, equivalent to 35% of their total packaging use.
- McInerneys SuperValu Supermarket, Loughrea - recycling rates in excess of 90% for periods during the year against their targeted figure of 75%
- O’Learys Centra, Blarney - has driven the recycling message to the point where they have achieved savings of up to €16,000 per annum over a 6 year period
- Musgraves – 35% reduction in packaging waste, 93% recycling rate, 30% reduction in carbon footprint
- Dell – decreased box size used for Desktop and notebooks by almost 12%
- Symantec – achieved savings of 100T of paper and almost 50T of wood, 12% improvement in palletisation utilisation
- Tesco Ireland - recognised for their commitment to WEEE Ireland’s collection days – co-organising 28 collection events and helping collect 270 tonnes of WEEE waste

- Dundalk Recycling Centre - V and W Recycling – Recycled 10,000 tonnes and attracted over 95,000 visits in the year.
- South Tipperary County Council – Cashel Recycling Centre – the first recycling centre in Ireland to achieve both ISO 14001 and EMAS accreditation
- Dún Laoghaire-Rathdown County Council – Ballyogan Recycling Park – 120,000 visitors per annum and recycled nearly 10,000 tonnes
- Thorntons Recycling - recycled over 18,000 tonnes of packaging alone in 2010, previous winner in 2008
- AES Bord Na Mona – recycled 10,000 tonnes of packaging waste in their facilities in Offaly, Kildare, Wexford, Navan and Meath,
- Panda Waste Services - recycled more than 23,000 tonnes of packaging waste in 2010, and opened a new Solid Refuse facility in Meath
- Envirogreen Recycling - recycled 3,469 tonnes of packaging, and was recognised for its commitment to place emphasis on finding outlets for difficult materials such as Polystyrene and Mattresses
- Leinster Environmentals - the company recycled 5,295 tonnes of packaging they were a winner of this award in 2010.
- Louth County Council – Increased their recycling rate by 38% and were recognised for their participation in a wide range of environmental projects - 90% participation in green schools, 170 national spring clean ups, 24 entrants into Tidy Towns.
- Fingal County Council - recognised for their enforcement, WEEE collection days, and range of recycling collection options available within its area.

Commenting Dr. Andrew Hetherington, CEO, Repak said “This year’s Repak Awards shows the increasing innovation and efficiency of Irish business when it comes to preventing packaging waste. The partnership approach has not only helped steadily improve our packaging recycling rates and prevent packaging waste arising in the first place. What is clear is that all organisations can make a real impact but this needs commitment and a structured approach which Repak is able to provide to its members. This developing support for recycling and for removing excess packaging will have a lasting and profound effect on Ireland’s environment.”

### **The Repak Best Practice in Industry Award 2011**

The Best Practice in Industry Award is presented to the member company with the best overall waste management and packaging improvement systems. The three finalists in 2011 are Eircom Group, Pepsi Cola International Cork, and Baxter Healthcare.

### **About Repak**

- Repak is a not for profit producer responsibility scheme for 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 recovery including recycling from under 15% in 1998 to nearly 65% in 2009
- Ireland is now ranked 8<sup>th</sup> in terms of packaging recycling amongst the EU 27.

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**Notes to editors**

**The Repak Best Practice in Industry Award 2011 – In Detail**

**Baxter Healthcare - Winner**

Dialysis treatments pose a huge challenge in relation to waste management. One treatment alone contains a large amount of packaging waste, which must be managed by the hospital or renal unit where it is delivered. Where 98% of their packaging is reused. They have developed a "treatment pack" system where the majority of packaging is removed from its products at the Baxter site and prescriptions are assembled into small plastic bags and delivered in returnable crates, This results in minimal storage, unpacking and waste processing and allows more time to be spent with the patient. Baxter has also developed a "home care" programme for their renal and oncology patients where all waste associated with their products is collected from the patient's home, in 2010 23 tonnes of waste was collected.

The judges were impressed by Baxter's systematic approach to waste management showing continuous improvement in all areas examined and has resulted in huge improvements to Baxter's waste management systems. Baxter Healthcare is the winners of the Best Practice in Industry Award, 2011.

**Eircom Group – Finalist**

Eircom Group plc. (aka "eircom") is a telecommunications company and is currently the largest operator in the Republic of Ireland. Its remains the fixed line provider of choice in Ireland with 68% market share in the fixed line business. The mobile division, Meteor, is the third largest mobile operator in Ireland and its total mobile customer numbers stood at 1,065,000 by the end of March 2010. In 2010 the eircom group packaging reduction project was undertaken to address the environmental impacts of packaging and sales collateral associated with the supply of mobile phones from the company. This has resulted in a reduction in packaging weights of up to 31% and a 17% increase in the amount of packaging material being recycled.

## **Pepsi Cola International Cork - Finalists**

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PepsiCo is the world's second largest Food and Beverage Company and a world leader in Potato based snacks, employing over 285,000 employees across more than 215 countries. Pepsi Cola International Cork provides a range of specialised business services for PepsiCo, as well as the manufacture and supply of flavours and concentrates for the beverage business globally. In 2010 they embarked on a programme to improve all aspects of their waste management systems. Pepsi Cola International Cork has an impressive recycling rate of 69% with a further 28% of packaging being reused with no waste sent to Landfill. This very commendable attitude has resulted in the remaining 3% of waste being sent for MBT sorting in Glanmire with the organic waste taken to a composting facility in Waterford for use as a refuse derived fuel.

## **Repak Best Packaging Prevention Initiative Award 2011 – Sponsored by the EPA**

This award promotes the optimisation of packaging, with a specific focus on the prevention of packaging waste in the supply chain. The three finalists in 2011 are:

1. Arvato Digital Services,
2. Microsoft (Ireland) Operations Ltd, and
3. Pfizer Ireland Pharmaceuticals.

### **Arvato Digital Services (winner)**

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Arvato Digital Services provides a range of services and solutions in every step of the value chain to the IT/high-tech, games, video, and audio sectors. Their solutions create value for their customers and ensure that they are well-equipped for the challenges of their markets.

In 2010 Arvato re-designed the packaging for one of their major customers so that packaging weights were reduced, the packaging was easier to assemble, CDs had a better fit in cases and much more product could be placed on a pallet. The total cardboard savings for the year were 12.5 tonnes of cardboard, or over 35% compared to the previous year. The project reduced the number of case designs from 25 down to 7, and nearly halved the associated transport requirements. Arvato's customer also benefitted from delivery cost and transport savings due to this prevention project.

Arvato also designed a re-usable cardboard box and selected the appropriate board grade so that the box was capable of at least six journeys. This project was implemented internally between their Balbriggan and Swords sites and externally with one major customer. The project saved over 6 tonnes in packaging and is a reduction of over 80% on the packaging used in the previous year based on the same sales figures.

By removing a heat tunnel from the packaging process, plastic shrink-wrap was eliminated and the energy requirements of the process were reduced. Product waste was reduced as the CDs were no longer damaged by heat and filling materials were no longer required.

This project has turned out to be even more successful than planned as the reusable boxes are preferred to new boxes as they do not require assembly because they are already made up. Arvato have already rolled these projects out to their other customers and hope to make even more savings in 2011.

### **Microsoft (Ireland) Operations Ltd (finalist)**

Microsoft Ireland has grown to encompass four distinct operations at its campus in Sandyford in Dublin, employing over 1,200 permanent employees and 700 full-time contract staff. Microsoft's operations in Ireland include software development and testing, localisation, operations, finance, IT, HR and sales & marketing, both here in Ireland and across Europe, Middle East and Africa.

In 2010 Microsoft implemented two projects that lead to vast reductions in the amount of packaging it placed on the market. The first was to move large numbers of their products from a combined plastic and cardboard pack to one that can be downloaded directly from the internet once a Point of Sale Activation Code has been purchased. The customer only brings home a card with a code on it, rather than a bulky pack. The second project removed or reduced large amounts of packaging from their other products while ensuring the packs could still be recycled.

Across the Europe Middle East and Africa regions this saved 2,150 tonnes of material, increased the use of recycled material by 64 tonnes and gave an average reduction of 80% in the carbon footprint of their packaging.

### **Pfizer Ireland Pharmaceuticals (finalist)**

Pfizer's Nutritionals plant in Askeaton, County Limerick is one of Europe's leading producers of infant and child nutritional products. Established in 1974, this world class facility is one of largest purpose built infant nutritional production facilities in the world. The plant produces both powdered formulas and a liquid 'ready to feed' range of products. More than a third of the company's output goes to Europe, with the remainder being shipped to markets in the Middle East, Africa, Asia, Australia and Latin America.

Pfizer implemented a number of projects that resulted in their 'total packaging used' reducing dramatically in 2010. These included the installation of bulk salt, aluminium sulphate and other chemical delivery systems, removal of packaging from protective

clothing, re-use of tertiary packaging on canning lines, re-use of rejected cans from canning lines and the re-design of paper re-work bags.

Pfizer managed to reduce their overall packaging usage by 682 tonnes in 2010, equivalent to 35% of their total packaging use. As these were not full year savings the projects have a potential to save 920 tonnes or a 45% packaging weight saving compared to their 2009 figure.

## **The Repak / An Taisce Recycling School of the Year 2011**

The Finalists are:

1. Kilbarron National School, Nenagh, Co Tipperary
2. Scoil Bhride, Rathcormac, Co Cork
3. Summercove National School, Kinsale, Co Cork

### **And the winner is: Summercove National School, Kinsale, Co. Cork**

As sponsors of the An Taisce Green Schools litter and waste category Repak/An Taisce awarded Summercove national School, Kinsale Co Cork for their tremendous efforts in achieving their first Green School Flag in 2011. Through their comprehensive work on the 7 step programme for Litter & Waste they have reduced their waste going to landfill by a very impressive 30%. They have also reduced recycling by 75% by reducing the amount of waste created in the school by reusing products as much as possible and they have reduced their paper usage by 26%. All these results were displayed through a comprehensive series of graphs in the Green Flag application.

The children are heavily involved in the programme at this school, and also completed some of their application for the flag. At the assessment visit, the children took the lead- showing the An Taisce assessor around the school without the teachers! They managed to garner great local community spirit through a National Spring Clean event with 50 volunteers getting involved! Summercove also have parents on their Green-Schools Committee.

Other great aspects of their programme include “text a parent”, newsletters, local newspaper coverage and a book swap for staff.

## **Best WEEE and Waste Battery Recycling Event of the Year 2011, sponsored by WEEE Ireland**

The Finalists were:

1. Galway County Council

2. Kilkenny County Council
3. Maynooth Tidy Towns
4. Tesco Ireland

#### **And the winner was: Tesco Ireland**

Tesco Ireland works with their customers and suppliers to create a greener environment and raise public awareness of environmental issues. Tesco's policy is to put the environment at the heart of everything they do in their business. Tesco have held 28 collection events since August 2010 collecting over 270 T, enabling their customers to recycle WEEE for free in a convenient manner which is part of their ongoing corporate responsibility strategy.

Tesco aims to raise their profile as an environmentally conscious company. Their marketing strategy helps the promotion of each collection day, and informs the public on how much was collected through press releases and their websites.

Tesco Ireland allows WEEE Ireland access to their vast range of car parks situated by their strategically located stores across the Country. These stores generate large footfall which is made available to WEEE Ireland all year around free of charge. The Tesco initiative has really helped with the WEEE Ireland collection day program. Tesco Ireland follow up each collection event with a PR campaign by releasing a press release to relevant local media informing the public on how much equipment was collected for recycling.

#### **Best Waste Battery Collection Area of the Year 2011, sponsored by WEEE Ireland**

This is the first year of the Battery Award from WEEE Ireland and the scheme hopes it will grow in coming years and act as an incentive for Local Authorities to continue to promote the take back for recycling of waste portable batteries in their area. This inaugural year there was one outstanding winner in this category Wicklow County Council.

Wicklow County Council won the WEEE Ireland Local Authority best collection area award for batteries this year based on the weight of portable batteries collected per capita in the county which was the highest recorded by the scheme. The input from the Local Authority Environmental enforcement and awareness personnel played a considerable part in this achievement ensuring retailers were aware of their take back obligations and that all Civic Amenity Recycling Sites and personnel in Wicklow participated in the scheme. WEEE Ireland would like to thank all of those Local Authorities and other stakeholders who have played a significant role in helping collect waste portable batteries for recycling from consumers this year.

## **Repak Best Practice Award – Independent Retailer 2011**

***Winner: Mclnerneys SuperValu Supermarket, Loughrea, Co. Galway***

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Trying to find a critical point of difference between independent retailers at the high achieving end of supermarket recycling and sustainability again proved a difficult task for the judging panel this year. In the final analysis it was attention to detail – and fine detail at that – that decided the award for 2011 would cross the Shannon to Mclnerneys SuperValu in Loughrea, Co. Galway. This magnificent supermarket of 24,000 sq. ft. employs a staff of 140 and is without doubt a credit to the Mclnerney family whose 4<sup>th</sup> generation is now managing the business.

In terms of recycling results, Mclnerneys consistently performed at the top end of the scale registering recycling rates in excess of 90% for periods during the year against their targeted figure of 75%

The judges were impressed with Mclnerneys investment in the training and development of their staff in all aspects of waste management and environmental best practice. Of particular note was the sophisticated computer based system used to monitor and control all environmental elements within the business such as heating, lighting, refrigeration, etc.

The use of recycling notices throughout the supermarket was a strong feature of this operation as was the wearing of printed T shirts by staff members proclaiming the message: “Reduce / Reuse / Recycle” to remind customers of their duty to recycle within the home environment.

Ticking all the right boxes, Mclnerneys SuperValu of Loughrea are worthy winners of the 2011 Repak Recycling Award for Independent Retailers.

**Runners up – same category:**

***O’Learys Centra Supermarket, Tower, Blarney, Co. Cork.***

This large Centra store of 10,000 sq. ft. has a staff of 75 and was the previous winner of the Repak award in 2005. Recycling throughout the business is of a very high order and comes under the wing of George Lehane, an experienced former trader who knows this aspect of the business inside out.

Consistently achieving recycling rates of 80%+ O’Learys Centra has driven the recycling message to the point where they have achieved savings of up to €16,000 per annum over a 6 year period – and this at a time when all costs are under severe upwards pressure.

O'Learys Centra is firmly rooted in the Tower community of this bustling tourist town of Blarney with involvement in local GAA and Soccer clubs and in the local Tidy Towns committee.

A fitting finalist for this year's Repak Recycling Award and a business that will undoubtedly win the award again in future years.

**Runners up - same category:**

***Runner-up: Quishs SuperValu Supermarket, Tramore, Co. Waterford***

A finalist for the 3<sup>rd</sup> year in a row, Quish's SuperValu in Tramore is one of the most consistent performers in the annual Repak Recycling Awards for Independent Retailers. The store of some 17,000 sq ft has an excellent recycling culture and all staff are trained in recycling best practice at point of induction with refreshers at regular intervals thereafter. Standards in the wastes room were greatly improved year on year and this outlet has also signed up for the Food Surplus Management programme to dispose of all out of date fresh goods in an environmentally friendly and cost effective way. Quishs achieved an 8% increase in recycling rates year on year and came within the proverbial whisker of taking this year's award.

Literally pipped at the post by the ultimate winner, this store already has one hand on the award for future years.

**Best Member Award 2011 – Sponsored by Arthur Cox Solicitors**

This is Repak's top membership award for 2011. It goes to the member who has demonstrated an excellence in waste management best practice and a high level of partnership and participation in the Repak scheme. The three finalists in 2011 are:

1. Dell,
2. Symantec Limited, and
3. Musgrave Group.

**Musgrave Group – Winner Best member Award**

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The Musgrave Group operate in-store and online grocery, cash & carry, and convenience stores. Headquartered in Cork, the company operates through its subsidiaries in Ireland, Great Britain and Spain.

The company operates over 3,300 stores under various trade names including SuperValu, Centra, Mace, DayToday, XL Stop & Shop, Budgens, Londis, Daybreak, Dialprix and is currently in the process of taking over the SuperQuinn group. In addition to this, the company also offers wholesale and distribution services. It runs its stores in partnership with local independent retailers on a mutual benefit.

The Musgrave Group has an excellent waste management record with 100% of their packaging waste being recycled. Light weighting initiatives such as their 20% lighter, 5L plastic water bottle help to reduce packaging. From 2006-2010, the Musgrave Group has achieved:

- **Waste (2006 – 2010)**
  - Musgrave has achieved a 30% reduction in total waste generation
  - It also has achieved 93% average recycling, up from 63%
- **Vehicle emissions (2006 – 2010)**
  - Musgraves achieved a reduction of 2.6 million kilometers or an equivalent of 2,074 tonnes of CO<sub>2</sub>e emissions
- **Energy in Buildings (2006-2010)**
  - Musgrave Group achieved a reduction of 4,529,722 kilowatt hours or the equivalent of Carbon saving of 2,446 tonnes
- **Total Carbon footprint (2006 – 2010)**
  - In fact, Musgrave Group has achieved a 30% reduction in its carbon footprint, which translates to 20,339 tonnes of CO<sub>2</sub> emissions

The company has also worked very closely with Repak over the past number of years including offering case studies for Repak publications, working with suppliers to reduce their packaging, and are represented on the packaging prevention steering group. This makes them the worthy winners of the Repak 'Best Member' Award for 2011.

### **Symantec Limited – Finalist Repak best member award**

Symantec is a global leader in infrastructure software and the company helps customers protect their information by delivering software and services that address risks to security. Symantec was founded in 1982 and with their HQ in Cupertino, California; Symantec has operations in more than 40 countries worldwide including Ireland. Symantec employ over 17,000 people worldwide.

The EMEA operations centre is located in Ballycoolin Business Park, Blanchardstown. This facility which currently employs 650 staff was established in 1990.

Symantec have a proven track record in the Repak awards having won Member of the Year in 2008 and were a Finalist in the same category in 2009. During 2010 Symantec reduced the size of their packaging resulting in savings of 100T of paper and almost 50T of wood. Symantec also redesigned the layout of their pallet shipments which helped to increase the load per pallet by 20%.

### **Dell – Finalist best member award**

Dell first established itself in Ireland in 1990, when it set up its European manufacturing base in Limerick, which previously employed around 3,000 people. Two years later, it set up a call centre in Bray, Co. Wicklow, which subsequently expanded to encompass another site close by at Cherrywood, Co Dublin. Both sites collectively employ approximately 1,300 staff. This operation provides marketing, sales and support primarily to customers in the UK and

Ireland. Dell has a strong voluntary 'Green Team' who makes themselves available to lessen the Company's impact on the surrounding environment.

During 2010 Dell reduced the average box size used for Desktop and notebooks by almost 12%. Dell also introduced a box reuse process which removed the need for 119T of cardboard. The company's 3C's initiative (Cube, Content & Curb) helps to address all relevant Irish packaging legislation. Recently Dell has been looking at bamboo as a potential replacement for some plastic packaging types.

## **REPAK BEST PRACTICE HOSPITALITY 2011 – Sponsored by Rehab Glasco**

### **Winner: Castleknock Hotel and Country Club**

Castleknock Hotel & Country Club, Dublin is part of FBD Hotels & Resorts. This 4 star hotel is located close to Dublin City. The hotel employs 110 staff and has a total of 138 rooms, a leisure centre, bar & restaurant and function rooms.

The Castleknock Hotel and Country Club was a strong contender for the tenth anniversary Repak Awards. The hotel is eager to prove its green credentials and when always work towards introducing up to date packaging reduction policies and have regularly consulted with Repak when introducing packaging reduction initiatives. Their well implemented & structured onsite waste management has meant the hotel has a very high & consistent recycling rate.

### **Finalist: Carton House Hotel**

Located just twenty minutes from Dublin, the Carton House Hotel is a beautifully restored country manor, which is now one of the most famous luxury hotels in Ireland. The estate features two Championship Golf Courses and a purpose Built Events Centre and state of the art conference facilities.

Carton House has demonstrated the fact that, even in a short period of time, it is possible for a hotel to make massive changes to hotel practices in terms of recycling. Brian Bowler, who came to the hotel from previous Repak Award winning hotel The Clarion, Cork has made great improvements to waste management at Carton House.

### **Finalist: Ferrycarrig Hotel**

The 4 Star Ferrycarrig Hotel is located two hours from Dublin and employs 182 staff. The hotel is situated in a most picturesque location, with views across the river Slaney.

The Ferrycarrig Hotel has worked hard to investigate and implement new ways to reduce their packaging waste and to reinforce the hotel ethos of recycling and waste minimisation. They have placed emphasis on staff participation through their Green Team and encourage guest feedback on the hotels environmental policies through their website.

## **Repak Civic Amenity Site of the Year Award 2011 – Sponsored by Fehily Timoney**

**Winner:** Dundalk Recycling Centre - V and W Recycling

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Dundalk Recycling Centre is a state of the art purposely built facility and has been successfully operating for the past 11 years. It caters for the town of Dundalk and the large surrounding catchment area. The current Louth population stands at 122,000 people and this Recycling Centre is built to cater with volume. The centre is very well laid out with clear signage throughout and the receptacle area is split level and under cover making it pleasant no matter what the weather conditions. In 2010, they had approximately 2,200 users per week and recycled over 10,000 tonnes during the course of the year.

Not only is this a recycling centre, it has also become a social and educational hub. The Dundalk Recycling Centre is extremely proactive in their environmental education. There is a full time Education Officer on site at all times who conducts weekly school and community tours. In 2010 they organised 66 free tours of how the Recycling Centre works and the benefits of recycling. Last year was the launch of their Recycling Vintage “Ford Model T” vehicle and it was a huge success. They travelled around schools, community centres and shows promoting the message of recycling. The Dundalk centre receives regular local radio and newspaper coverage especially when they are running their competitions and launches.

Another unique feature of this RC is the composting plant where they make all their own organic compost from the centres green waste. This is a great incentive for recycling whereby members of the public take their hedge and grass cuttings and can get back an end product – Compost!

The Dundalk Recycling Centre has won numerous awards in the past and this is evident from the high standard in which they operate. Here’s yet another one to add to their long list – Repak Civic Amenity Site of the Year 2011.

**Finalist:** South Tipperary County Council – Cashel Recycling Centre

Cashel Recycling Centre is located on the edge of Cashel town at the very heart of South Tipperary. It was open to the public in September 2006 after 18 months of construction and features an innovative split-level design. It was South Tipperary’s first purpose built civic amenity site of this kind and it is also the first recycling centre in Ireland to achieve both ISO 14001 and EMAS accreditation. Cashel is a busy recycling centre attracting 9,872 visitors in 2010 from Cashel and the surrounding towns of Tipperary, Cahir and Clonmel. A wide range of material is accepted at the facility including gypsum. They have 25 materials that can be recycled and they are constantly looking for more.

The design of the facility has incorporated the use of the administrative building to serve as an information and resource centre. Since opening it has become very popular with residents and schools. Tours are held regularly on site. A DVD was also produced about the waste management in the South East Region. Information on Cashel Recycling Centre can be found on two websites as well as information being regularly advertised on local radio and newspapers.

The Cashel Recycling Centre was a winner in this category in 2009.

**Finalist:** Dún Laoghaire-Rathdown County Council – Ballyogan Recycling Park

Ballyogan Recycling Park is a purpose built waste management facility located in Carrickmines Dublin 18. It includes a Civic Amenity site and a waste transfer station. Oxigen took over the management of the Recycling Park site in September 2010 through via tender by Dún Laoghaire-Rathdown County Council.

The Dún Laoghaire area has a population of 195,000 with 75,000 households with approximately 10,500 users per month to the facility. This is a high user, high volume site which is open 7 days a week including bank holidays to maximise its accessibility to the general public. Ballyogan Recycling Park accepts a wide range of materials – a total of 9,975 tonnes of waste was collected from the CA site during 2010 of which packaging recyclables comprised approximately 9% of the total.

The Recycling Park site is split into three main areas and a one way traffic management system is in operation throughout the facility which ensures efficient flow. Clear signage in both Irish and English, along with trained recycling operatives is present on site at all times. News, relating to the site management is communicated to the public via three websites and also with the County Council quarterly bills for services.

Ballyogan Recycling Park was a finalist in this category in 2008.

<b>Repak Recovery Operator of The Year - Large Company Award 2011 – Sponsored by Tetra Pak</b>
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**Winner: Thorntons Recycling**

Thorntons Recycling was founded in 1979 by Padraig and Carmel Thornton. Today, their headquarters are at Park West in Dublin. The company operates facilities in Dublin, Meath and Kildare. Thorntons Recycling employs over 250 employees and offers a wide variety of waste services across the country.

In 2010, Thorntons Recycling recycled over 18,000 tonnes of packaging. During 2010, most of the company's mixed dry recyclable material would have been processed at Thorntons' Materials Recovery Facility (MRF) at their Killeen Road site. This capability has now been taken over by a brand new, purpose built MRF in Park West, which has been up and running for the past couple of months.

Thorntons Recycling also operates an end-of-life vehicle facility in Dublin, a composting facility in Kilmainhamwood, County Meath, a civic amenity site in Dunboyne, County Meath and a confidential shredding facility at their headquarters in Park West. Thorntons Recycling is accredited with ISO standards 9001 for quality, 14001 for environment and 18001 for health and safety. These standards apply across all of the company's facilities and have been in place since 2006.

Thorntons Recycling puts a great emphasis on education and awareness, both in terms of customers and the wider community. Educational and instructional visits to commercial customers take place on a regular basis. Thorntons also get involved in schools, where they organise an art competition each year. The winning entry is printed on the side of a Thorntons Refuse Collection Vehicle.

Thorntons Recycling was a winner of this award in 2008.

### **Finalist: Advanced Environmental Solutions**

Advanced Environmental Solutions (AES) is one of the largest waste management companies in Ireland. The company was established in 2001 as part of a merger of a number of smaller waste and recycling companies around the country. AES has been part of the Bord na Móna group of companies since 2007. AES provides commercial and domestic waste and recycling services and has an extensive network of facilities across the country.

Advanced Environmental Solutions employs over 350 people. In 2010, AES recycled over 10,000 tonnes of packaging waste. The company has a large base of kerbside customers across the Midlands. Mixed dry recyclables are processed at AES's main Materials Recovery Facility in Tullamore, County Offaly. AES also owns and operates a landfill at Drehid, County Kildare, where they are currently developing a modern composting facility. This facility should be operational by the end of 2011. Their remaining sites consist of various other waste processing and transfer facilities spread across the country, in places such as Rosslare, Co Wexford and Navan, County Meath.

Advanced Environmental Solutions was a finalist for this award in 2005.

## **Finalist: Panda Waste Services**

Panda Waste Services is a large waste and recycling company based in County Meath. Panda also operate facilities in the Dublin area. The company was established in 1973, and was purchased in 1990 by Eamon Waters. Since then, Panda has grown and grown. More than 250 people are currently employed by Panda. The company recycled more than 23,000 tonnes of packaging waste in 2010.

Panda Waste Services entered the domestic kerbside sector in Dublin in 2006, which instigated great change in the market. Panda now has a large customer base in Dublin.

In addition to the domestic market, Panda, like the other finalists in this category, is heavily involved in the commercial sector. The company is also expanding into new areas and has significant plans for the future. Panda has recently completed a solid recovered fuels facility at its main site in County Meath. This facility should be fully operational by the end of 2011. An advanced composting facility is also on the horizon at this site. Panda are preparing to build a Materials Recovery Facility for processing mixed dry recyclables at their Cappagh site in Finglas. This should be up and running in 2012.

Panda Waste Services was a winner of this award in 2007.

**Repak Recovery Operator Of The Year - Small to Medium Company Award 2011 – Sponsored by Chartered Institute of Wastes Management**

## **Winner: Envirogreen Recycling**

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Formerly known, and with years of experience, as Guy Recycling, this company was rebranded as Envirogreen Recycling in 2009. Envirogreen is based in Coalisland, County Tyrone and also has operations and facilities in the Republic of Ireland. The company provides recycling services to public and private sector customers throughout Ireland.

Envirogreen employs 35 people. In 2010, the company recycled 3,469 tonnes of packaging. Aside from recycling standard materials such as cardboard and plastic, the company places an emphasis on finding methods to recycle complex and challenging materials, such as

expanded polystyrene and mattresses. Mattresses are notoriously difficult to recycle. At Envirogreen, they are stripped down to their components, and every part is recycled.

Envirogreen's customers have access to a vast amount of information through the Envirogreen website. Detailed recycling reports can be generated at any time, giving customers feedback on their recycling performance and always encouraging them to improve.

A bring centre, which is open for public use, has been set up by Envirogreen at its Coalisland facility. The company also organises and takes part in clean-up days around the country, such as one that took place in Malahide last year, in conjunction with Fingal County Council.

This is Envirogreen Recycling's first time applying for this award.

### **Finalist: Connaught Waste Recycling**

Connaught Waste Recycling, trading as Confidential Shredding Specialists Ireland, is a family run business based in Claregalway, County Galway. The business was established in 1995 by brothers Peter and Gerry Jordan, to assist companies in setting up an "in-house" waste management system. Connaught Waste Recycling now has a customer base of more than 500 companies. Connaught Waste Recycling employs a staff of 23 people and recycles a range of materials, including cardboard, paper, plastic, timber, metal, fluorescent tubes and batteries. In 2010, the company recycled 4,056 tonnes of packaging.

As their trading name suggests, Connaught Waste Recycling also has a confidential shredding side to the business. The company is now one of the largest document shredding companies in the West of Ireland.

Waste Electrical and Electronic Equipment is also recycled by Connaught Waste Recycling, and the company offers confidential destruction of computer hard drives.

Connaught Waste Recycling won this award in 2006.

## **Finalist: Leinster Environmentals**

Established in 2003, Leinster Environmentals employs 16 people at its facility in Haggardstown, Dundalk, Co. Louth. The aim of the company is to provide local, regional and national customers with a solution to waste packaging recycling by accepting and recycling these materials into high quality products. Plastic materials accepted at the site are recycled into high quality pellets and granules which are sold to customers throughout the world, who use them in place of new or “virgin” plastic granules in the manufacture of a wide assortment of products.

Leinster Environmentals deals with many materials that are considered difficult to recycle, such as hard plastics and plastic film, and adds value to the material, turning it into a positive valued commodity. The company works with many other Repak registered Recovery Operators, providing them with an outlet for some of the materials that they are unable to properly process themselves, and subsequently ships the material directly to verified and legitimate end markets across Europe and Asia.

Leinster Environmentals are continually upgrading their on-site capabilities, allowing them to process a greater quantity, and also a greater range of materials. During 2010, the company recycled 5,295 tonnes of packaging.

Leinster Environmentals was a winner of this award in 2010.

### **Repak Local Authority of the Year Award 2011 – Sponsored by Rehab Glasco**

**Winner:** Louth County Council

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Louth County Council has been a finalist for this award for the past five years and a winner in this category twice. With a population of circa 110,000, it is in fact the smallest county in Ireland with a very active and enthusiastic environmental department. Louth has a very good recycling infrastructure – it has 45 bring banks and two civic amenity sites. Even in the current climate the overall tonnages have increased by 38.5% in 2010. Enforcement activity was also very good considering the Department was short staffed and had no replacements. There were 5 inspections of major producer premises and 10 more Repak members joined from Louth in 2010.

Louth County Council’s Environmental Department continues to be extremely proactive in the promotion and implementation of Repak’s environmental activities. These include the

following: 1) Green Schools - having almost 90% of the schools registered. 2) National Spring Clean – 170 events were organised. 3) Tidy Towns – 24 villages took part. Three achieved gold medal status with Tallanstown being Ireland’s Tidiest Town 4) Repak Recycling Week – newspaper advertisements, collage and poetry competitions, school visits and green shopping events in Supervalu. 5) Repak Green Christmas – Christmas decoration competitions, “trashion” fashion show and visiting Santa with a difference, you had to bring batteries to get a present.

Louth County Council have involved themselves with all aspects of education, awareness and marketing using a range of media to address and communicate with different audiences successfully. Their Eco News +, web based newsletter and information leaflets have proved to be very effective.

This is the third and well deserved win for Louth County Council as Repak Local Authority of the Year.

**Finalist:** Fingal County Council

Fingal County Council administrative area includes 88,000 households and services a local population of 273,051. It has 73 bring banks and two civic amenity sites. Their bring bank ratio per head of population has improved since 2009 at 1 per 3,650.

All 61,890 households within Fingal are serviced by kerbside collections (some private contractors) for dry recyclables, residual waste collection and an organic waste collection. To encourage recycling there is no additional charge to present the compost and recycling bin.

Enforcement of the waste packaging regulations is good. 49 enforcement visits were made in 2010. Fingal have a partnership approach where they liaise regularly with Repak employees as well as other Local Authority Enforcement Officers in relation to non-compliant companies.

Awareness, education and marketing programmes have been successfully undertaken by Fingal County Council. They have had 4 WEEE collection days and collected over 55 tonnes, organised 10 household composting and recycling seminars, and assisted businesses in hosting green days for their employees. Their participation in Repak initiatives is also very good being actively involved in Green Schools, National Spring Clean, Tidy Towns, Repak Recycling Week and Repak Green Christmas.

Fingal County Council is winners of this category in 2003 and 2008.