

**\*\*\*Embargoed until 9 p.m. Wednesday 4<sup>th</sup> October\*\*\***

### **Repak recycling awards promote and encourage excellence in packaging prevention and recycling**

(04.10.06) The 5<sup>th</sup> Repak Recycling Awards highlighted the savings that Irish business can make in monetary terms and in helping the environment by reducing the amount of packaging it produces. The Repak Recycling Awards were presented by the Minister of the Environment, Mr. Dick Roche, to schools, companies and local authorities at this year's Awards in the Four Seasons Hotel in Dublin. Among the winners, commended for promoting excellence in packaging prevention were Symantec Ltd and Bulmers Ltd. Symantec Ltd prevented nearly 600 tonnes of used packaging going onto the market by changing from physical delivery of the product to delivery over the web. Bulmers prevention strategies resulted in savings of over €1 million in material costs by removing the equivalent of 13 million glass bottles from the marketplace in 2005.

By moving from non-returnable to returnable longneck bottles, Bulmers won Repak Best Practice Award preventing 13 million bottles (2,925 tonnes of glass) from reaching the marketing in 2005 and saved €1.03m in material costs. The same initiative saved 81.25 tonnes of cardboard and 19.2 tonnes of plastic by replacing the tray and film with reusable crates. The dedicated environmental team in place at Bulmers also introduced a change from the PVC sleeve to one made with PET, which is recyclable in Ireland. In total, five new initiatives were introduced in 2005, preventing 133 tonnes of glass, 61.5 tonnes of plastic and 61.5 tonnes of cardboard going onto the market.

Batchelors won Repak Member of Year Award, Large Company, for not only recovering 95% of its cardboard, plastic and composites on site but also achieving significant lightweighting of their cans for peas and beans. The lightweighting process requires less steel, tin and energy and, although hard to quantify due to increasing costs of raw materials and energy, has resulted in significant monetary savings for Batchelors. Today the average steel in baked bean cans now weigh only 53% of what it did on the 1970's dinner table (210g versus 113g for the same amount of beans).

Technology company Symantec, won Repak Best Packaging Waste Prevention Initiative by introducing an environmental improvement programme that saved 568 tonnes of cardboard, 9.7 tonnes of paper and 17.8 tonnes of plastic in 2005. The paper and cardboard saved alone is the equivalent of almost 10,000 trees. In total 4 initiatives prevented packaging by using On-Line Sales versus Physical Sales (88.7% on-line in 2005), issuing electronic licences instead of shipping physical licence (93% on-line in 2005) and by sending maintenance updates (product and license) electronically instead of physical CD (71% in 2005, 10% in 2004) and minimise

packaging by shipping a single multi-lingual CD rather than shipping multiple single language CDs.

Wicklow County Council won Local Authority of the Year for the second time with Waterford County Council picking up the best Local Authority Initiative for its Dungarvan Material Recovery Facility project. A joint winner last year, Ferrycarrig Hotel won Repak Best Practice Award Hospitality outright building on its commitment to environmental initiatives. McDonald's Swords (T/A Natline) and Eurospar, Lucan also picked up awards as prime examples of environmental best practice in the small/medium company and independent retail category. Greenstar and Connaught Waste Recycling Co respectively picked up the large and small waste contractor awards and there was also a joint award for two schools, St Micheal's Boys NS, Mervue, Galway and Cranford NS, Letterkenny, Co Donegal.

The 2006 results were: (full details at end of release)

1. Repak Member of the year Award Large Company (Sponsored by Arthur Cox)  
Winner : Batchelors Ltd
2. Repak Best Packaging Waste Prevention Initiative (Sponsored by EPA)  
Winner : Symantec Ltd
3. Repak Best Practice Award Large Company  
Winner: Bulmers Ltd
4. Repak Best Practice Award Independent Retail Sector  
Winner : Eurospar, Ballyowen Shopping Centre, Lucan, Co. Dublin
5. Repak Best Practice Award Small / Medium Company (Sponsored by the EPA)  
Winner : Natline Ltd (T/A McDonald's Swords)
6. Repak Best Practice Award Hospitality  
Winner : Ferrycarrig Hotel
7. Repak Local Authority of the Year (Sponsored by Rehab)  
Winner: Wicklow County Council
8. Repak Local Authority Initiative of the Year (Sponsored by RPS)  
Winner : Waterford County Council
9. Repak Recovery Operator of the Year Large Company (Sponsored by KPMG)  
Winner : Greenstar Ltd

10. Repak Recovery Operator of the Year Small/Medium Company (Sponsored by Tetra Pak (Ireland) Ltd)

Winner : Connaught Waste Recycling Co Ltd

11. Repak, in Association with An Taisce, Recycling School of the Year (*Joint Winners*)

Joint Winners:        St Micheal's Boys NS, Mervue, Galway  
                             Cranford NS, Letterkenny, Co Donegal

Commenting on the announcement Andrew Hetherington, CEO, Repak, said, "It is important that Industry is recognised for its positive efforts to reduce the amount of packaging that is placed on the market in the first instance and that these exemplar projects are made available to other members of Industry. These innovations can result in significant financial savings for the company, reduce packaging usage, as well as helping to save our environment. The Repak Recycling Awards is a moment for all those involved in recycling to celebrate our collective achievements such as reaching our 2005 EU packaging recycling target a year in advance and exceeding it by nearly 14% points."

The winners in each category received an award made from recovered/recycled materials, created by Irish designer, Ronan Halpin. The judges included external industry experts such as Tim O'Brien from the Irish Times, Duncan Martin of the Irish Institute of Waste Management, Deborah Spence of Arthur Cox, Mairead Divilly of Mazars, Brian Meaney from the EPA and Andrew Hetherington, CEO, Repak. The awards were presented at a gala dinner by Mr Dick Roche TD, Minister for the Environment and Local Government and were attended by over 350 delegates including Repak members, politicians, nominated local authorities and waste contractors.

The Awards are part of Repak Recycling Week which runs until the 8<sup>th</sup> of October. The theme for this year's recycling week is "Keep Recycling – let's get it sorted", and features a series of nationwide educational and promotional campaigns. Repak is also calling on householders to break the Repak Recycling Week record by helping to recycle over 15,000 tonnes of used packaging during the month of October. All that is necessary to reach this record is for each household to recycling 28 plastic bottles, 5 glass wine bottles, 5 beverage cartons, 6 kg of cardboard, 9 aluminium drinks cans and 20 food cans. For further information visit [www.repak.ie](http://www.repak.ie)

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**Full Details on Awards Winners**

## **1. Repak Member of the year Award Large Company (Sponsored by Arthur Cox)**

### **Winner: Batchelors**

In 2005 Batchelors achieved a recovery rate of 95% for cardboard, plastic and composites. In addition, working with their suppliers, Batchelors has achieved significant lightweighting of their cans for peas and beans.

Lightweighting requires less steel, tin and energy in the can manufacturing process. It should be noted that lightweighting requires an application of critical design features to add strength to the lightweighted can to withstand handling, filling, processing and final transportation of the finished pack. Simultaneously, innovative technologies are introduced to improve convenience features such as easy opening lids and more advanced and effective lacquer systems to facilitate reduction of tin coating.

Batchelors has been exemplary members of Repak since 1997. Batchelors, this year, contributed to the Repak Prevent and Save brochure, has been involved in all working groups and forums established by Repak and have attended all Repak events.

Batchelors Ltd is located in North Dublin and employs over 260 people. It is a long established, well known and major indigenous food processing company, producing aseptically packed juices and canned pulses. Batchelors also imports and distributes a wide range of other brands.

## **2. Repak Best Packaging Waste Prevention Initiative (Sponsored by EPA)**

### **Winner: Symantec Ltd**

In 2005, as part of a committed environmental improvement programme, Symantec introduced 4 key initiatives that directly resulted in a reduction of packaging placed on the market worldwide. The new initiatives involved operating sales and maintenance electronically rather than physically. The initiatives prevented packaging by using On-Line Sales versus Physical Sales (88.7% on-line in 2005), issuing electronic licences instead of shipping physical licence (93% on-line in 2005) and by sending maintenance updates (product and license) electronically instead of physical CD (71% in 2005, 10% in 2004) and minimise packaging by shipping a single multi-lingual CD rather than shipping multiple single language CDs. The initiatives introduced in 2005 resulted in following savings 568 tonnes cardboard, 9.7 tonnes paper and 17.8 tonnes of plastic.

Symantec Ltd. has been committed members of Repak since 2002. Headquartered in Cupertino, California, Symantec has operations in more than 40 countries worldwide including Ireland employs; over 15,500 people. Founded in 1982, Symantec's Norton Brand of products is the worldwide leader in consumer security and problem-solving solutions. The Dublin facility was opened in 1991. Symantec Dublin is registered to ISO14001:2004, Symantec being the 2nd company in Ireland and was the 12th company worldwide to be registered. There are currently 968 employees on site in Dublin.

### **3. Repak Best Practice Award Large Company**

#### **Winner: Bulmers Ltd**

Bulmers Ltd has shown extensive improvement in terms of packaging prevention, re-use and recycling during 2005. It has continuously examined their supply chain and its manufacturing process to improve packaging and, where no alternative has been found, it has sought to minimize the amount of packaging required and also looked to returnable reuse options. Five new initiatives to prevent packaging introduced in 2005 resulted in preventing 133 tonnes of glass, 61.5 tonnes of plastic and 61.5 tonnes of cardboard going onto the market

However, it is the move from non-returnable to returnable long neck bottles that is truly incredible. The move has taken 13m bottles (2,925 tonnes glass) per annum out of the marketplace resulting in a saving in raw material costs of €1.03m during 2005. In addition the introduction of returnable long neck bottles resulted in savings of 81.25 tonnes of cardboard and 19.2 tonnes of plastic was made from replacement of the tray and film with crates. The introduction of this initiative makes a fascinating case study. In addition to packaging prevention, re-use and recycling Bulmers Ltd also examine the recyclability of the packaging used by the company and have in 2006 introduced a change from the PVC sleeve to one made with PET. They have an environmental team in place which continually looks to improve the waste management and increase recycling rates, which they have maintained at over 90% since 2003.

Bulmers Ltd is a member company of the Cantrell and Cochrane (C&C) Group and is Ireland's only cider manufacturing company. The company's product portfolio includes Bulmers original cider, Bulmers Light, Magners original cider, Ritz, Stag and Britvic fruit juices. Bulmers Ireland Ltd and Grants of Ireland Ltd. employ 350 at their Annerville plant. The Grants of Ireland product portfolio includes Carolans Tullamore Dew, cream liqueur and Irish Mist.

### **4. Repak Best Practice Award Independent Retail Sector**

### **Winner: Eurospar, Lucan**

The Eurospar supermarket in the Ballyowen Shopping Centre in Lucan is operated by Partners John Hanley and Tony O'Connor. This fine 14,000 sq ft supermarket has a staff of 140 and was in fact the first Eurospar store in Ireland. It has consistently displayed the highest standards in the area of packaging recycling, prevention and minimisation. The store has a sophisticated waste management structure spearheaded by two dedicated managers, Paula King and Margaret Gilbert who work with the entire staff to ensure the highest possible environmental standards from staff training right through to the back door. In 2005 this store reduced the amount of packaging sent to landfill by 6.4%. Overall wastes sent for recycling declined by 16 tonnes, year on year, reflecting their aggressive emphasis on prevention as a first step in the recycling chain. A worthy winner and an outstanding exemplar for all other independent symbol stores in the country.

### **5. Repak Best Practice Award Small / Medium Company (Sponsored by the EPA)**

#### **Winner: Natline Ltd (T/A McDonalds Swords)**

McDonalds Swords is one of three restaurants operated by licensees Jacqueline and Morgan McStay. The McStays acquired the restaurant in 2002 and currently employ 41 staff preparing and serving food to be consumed on the premises and off-site. Since its opening the issue of waste management has been addressed in a proactive and highly successful manner. Effective waste prevention initiatives introduced include light weighting of packaging and receiving deliveries in bulk as well as in reusable packaging. McDonalds Swords currently recycles all packaging waste generated and continue to liaise with the local community to protect and enhance the environment. This restaurant is undoubtedly one of the finest examples of a fast food business comprehensively and effectively tackling the issue of waste management.

### **6. Repak Best Practice Award Hospitality**

#### **Winner: Ferrycarrig Hotel**

The Ferrycarrig Hotel, which is part of the Griffin Group, is a 4 Star hotel located on the banks of the River Slaney outside Wexford Town. It has 102 bedrooms, as well as a leisure centre and caters for in excess of 120 weddings annually. The hotel has an excellent waste management structure in place that involves all the staff and prides itself in going beyond its statutory obligations. This

comprehensive approach has seen the Ferrycarrig build on last year's success when it was a joint winner in this sector. They have introduced a range of impressive waste prevention initiatives, including receiving food deliveries in reusable crates, switching from cartons of juice to freshly squeezed juice, as well as switching from bottled to filtered water. In terms of recycling, they recorded a hugely commendable 44% recycling rate in 2005. This hotel has an absolute commitment to very highest standards waste management, a policy that it pursues with vigour and great enthusiasm.

## **7. Repak Local Authority of the Year (Sponsored by Rehab)**

### **Winner: Wicklow County Council**

Wicklow County Council has achieved the double having been previous winner in 2003 of the Repak Local Authority Initiative and now winning Repak Local Authority of the Year. They have a proven track record in the promotion of Recycling through its Environmental Education and Awareness Programmes. Hosting numerous composting workshops and slim your Bin talks. In 2005, they opened a 4<sup>th</sup> Civic Amenity Centre in the West of the County. They also increased the density of bring banks at a number of locations and provide mobile collections for recyclables, such as cardboard and plastic in areas not readily served by recycling centres. Wicklow actively promotes the Green Schools programme with 80% of schools registered and has an impressive 51 schools awarded the prestigious Green Flag. Wicklow County Council has consistently partnered Repak with recycling initiatives such as Repak Recycling Week and Repak Green Christmas.

## **8. Repak Local Authority Initiative of the Year (Sponsored by RPS)**

### **Winner: Waterford County Council- Dungarvan MRF**

Waterford County Council has been awarded Repak Local Authority Initiative of the Year for the Dungarvan Materials Recovery Facility (or MRF to most of you in the room). This award is added to their achievement of Repak Local Authority of the Year award in 2004.

This recycling initiative undertaken in 2005 consisted of the strategic planning, costing, commission and operation of a state of the art Material Recovery Facility. The facility represents a major piece of recycling infrastructure, capable of catering for all dry recyclables arising in the South East Waste Management Region. The EPA-licensed facility is uniquely owned, funded and operated by Waterford County Council. The MRF employs 14 staff. It has the capacity to process up to 24,000 tonnes of dry recyclables per annum - from almost 70,000 households across the southeast region. The capital cost of the project was over

€6.2 Million, 75% of the funding was received under the National Development Plan, through the Department of the Environment Heritage and Local Government. Designed and constructed by SFL Engineering Ltd, the plant employs camera detection technology called redwave along with sophisticated mechanical screens to process and sort dry recyclable materials into various waste material type groupings such as plastics, newspapers and magazines, cardboard, cans and beverage cartons. This material is then baled, loaded, documented and securely transported to various established legitimate recycling markets.

Waterford County Council is this year's winner of the Repak Local Authority Initiative of the Year having scored well in all the award criteria categories.

### **9. Repak Recovery Operator of the Year Large Company (Sponsored by KPMG)**

#### **Winner: Greenstar**

Established in the late 1990s, Greenstar is a leading provider of integrated waste management solutions. The company collects household, commercial, industrial and C&D waste. Their larger commercial customers have onsite recycling facilities manned by Greenstar staff which maximises the level of segregation. They operate household kerbside dry recyclable collection schemes and service both Recycling centres and bring bank facilities on behalf of Local Authorities. The company currently employs over 500 employees in 35 locations nationwide. The company continues to grow significantly by increasing its customer base via numerous company acquisitions and joint ventures.

In 2005 Greenstar invested €3.3 million in a new MRF and automated dry recyclables line in Bray and also operates two other Material Recovery Facilities in Munster and Connaught. As part of its household waste service it provides a segregated collection to over 35,000 households. The company is a Main Sponsor of the Green Schools Programme and was a finalist in Repak Recovery Operator of the year Awards in both 2003 and 2004.

Greenstar is this year's winner of Recovery Operator of the Year – Large Company, having achieved exceptionally high marks in all award criteria categories.

### **10. Repak Recovery Operator of the Year Small Company (Sponsored by Tetra Pak (Ireland) Ltd)**

#### **Winner: Connaught Waste Recycling**

Connaught Waste Recycling Co Ltd based outside Galway City was established in 1995, by two brothers Gerard & Peter Jordan. They specialise in the collection of clean dry segregated recyclable products, of which almost 90% is made up of packaging material. They currently service 1200 business customers made up of the retail, commercial and industrial sector. They have a strong customer focus with the motto 'you're only as good as your last collection'. Connaught Waste concentrate's on the commercial sector and have a developing business in confidential shredding of office paper. Connaught Waste was the overall winner of the Repak Recovery Operator of the year Award in 2002.

In 2005 the company embarked on a direct marketing campaign to source new material for recycling to replace tonnage lost to competitors.

## **11. Repak Recycling School of the Year, in association with An Taisce**

### **Joint Winners:**

**St Micheal's Boys NS, Galway  
Cranford NS, Co Donegal**

Both schools were amongst some of the first applicants for the Green Schools program back in 1997. They were awarded their first Green Flag in 1998 and have each received 4 consecutive Green Flags and are due to receive their fifth Green Flag in February. This long term success and achievement has been thanks to the commitment and dedication of the Green Schools co-ordinator in the respective schools.

It is estimated that the two schools alone would have diverted one and three quarter tonnes of waste from landfill, however, if this is extrapolated out to the homes we would estimate a diversion of 5 tonnes.

**St. Michael's Boys NS** has 14 teachers and 250 pupils. It's litter free policy and recycling habit is part of school life. They have 4 wormeries and a general compost bin. In 2000 they took part in an anti-litter video with Galway City Council.

Principal: Dan McEnery

Green Schools Coordinator: Sarah Farragher (previously Brendan O'Dwyer)

**Cranford National School** has just 2 teachers and 34 pupils. It has always had a strong focus on the importance of recycling and has demonstrated how recycling facilities have improved over the years since they have been involved in the Green Schools program. They have been involved in Repak Cash for Cans. They recycle all their plastic, cans, batteries, cartridges, stamps, clothing, Christmas cards.

They were twinned with an Eco-School, Beechlawn School in Co. Down and not only correspond with them regular but have visited them.

Principal: John McLaughlin

Green Schools Coordinator: Paula Martin