

Draft launch release

Have yourself a very merry **GREEN Christmas**

(Dublin, 22 December 2006) This Christmas we will munch our way through an estimated 8.5 million mince pies, 1.4 million tins of biscuits and nearly 1 million selection boxes. Apart from expanding waistlines, this annual consumption fest leads to a New Year waste packaging mountain. Irish Householders will pull over 16 million Christmas crackers celebrating the festivities.

Each household will generate circa 60 kilos or 82,000 of used packaging in total, over the Christmas period. There is a 1/3 increase in the overall amount of used packaging at this time of year. It is estimated there are 164 million drink containers – including alcoholic and non-alcoholic cans and bottles going to be consumed this year.

Repak is aiming to collect and recycle 40% of this used packaging, generated over the holiday period. This is equivalent to 23 kilos per household or 32,000 tonnes in total of used packaging that Repak hope will be recycled this Christmas. Last Year Repak recycled nearly 29,000 tonnes of used packaging, which was 67% up on the previous year.

Repak Green Christmas is encouraging everyone to think **GREEN** and remember to recycle all the extra waste produced by these Christmas festivities:

- 8.5 million mince pies Packaged Mince pies generating an estimated 34 tonnes of aluminum & plastic waste
- 1.4 million Tins of biscuits will produce 660 tonnes of steel and plastic waste
- 1 million selection boxes will produce 54 tonnes of waste paper and plastic
- 16 million Christmas crackers will produce an estimated 270 tonnes of waste paper and card.

Last year Repak Green Christmas helped grow packaging recycling to nearly 29,000 tonnes in December'05/January'06, compared to 17,000 tonnes the previous year.

This was an increase of 70% on the same period in the previous year or 9,000 tonnes over the target tonnages of 20,000 tonnes.

In individual material types alone, Green Christmas 2005 saw the recovery and recycling from households in Ireland of:

- 9,873 tonnes of paper and cardboard
- 3,520 tonnes of plastic
- 462 tonnes of aluminium
- 1,127 tonnes of steel
- 13,872 tonnes of glass.

Commenting on the extra effort required over the Christmas period, Andrew Hetherington, CEO, Repak, said, “as part of our campaign to encourage people to recycle, we are reminding people not to burn their packaging waste but to make sure it is recycled. Through our advertising campaign we are also asking people not to litter at recycling centres/bottle banks if they find the containers are already full. We are asking them to take their recyclables to another facility nearby or take it home and come back again another time.”

Repak Green Christmas takes place between the 22nd December 2006 to 7th January 2007. During December and January Repak will run a nationwide TV, national and local print, Outdoor shopper lights and radio advertising campaigns to support the call to recycle and also to encourage people to visit the special Green Christmas recycling centres. The 80 plus centres have in many cases special hours and will accept a wider range of materials than the normal bring banks. In addition the existing network of nearly 2,000 Bring Banks dealing mainly glass bottles and kerbside collection systems reaching nearly in excess of 850,000 households will help to facilitate the recycling of much of the Christmas packaging (eg cans, plastic bottles, wrapping paper cardboard and paper.) Full details of Green Christmas recycling centres, and their opening hours and Christmas tree recycling drop off points are available at www.repak.ie. Further information and updates is also available on the Repak blog at - <http://www.greenchristmas2006.blogspot.com/>.

Key Green Christmas facts:

Of packaging waste alone, it is estimated that the increased consumer activity generates an additional 80,000 tonnes of waste or 170 million used packaging containers. This is equivalent to:

- 20 million wine bottles
- 48 million aluminium beer cans
- 35 million soft drinks cans
- 13 million beer bottles
- 45 million plastic drinks bottles
- 2.5 million spirit bottles
- 4 million cardboard sweet boxes
- 2.5 million cardboard toy boxes
- 4 million rolls of wrapping paper

Repak is encouraging member companies to investigate the opportunity to install temporary bring bank facilities in their premises for use by employees for the recycling of Christmas used packaging. Repak are also encouraging all members to encourage their employees to recycle their used back door packaging waste over the Christmas period.

- Recycling just one plastic bottle saves enough energy to power a 60 watt bulb for 6 hours
- It takes just 25 two litre plastic beverage bottles to make one adult size fleece jacket
- Each household will generate circa 60 kilos of used packaging or 82,000 tonnes of packaging will be consumed over the xmas period
- Repak are targeting to collect and recycle 40% of the Christmas packaging waste generated over the holiday period. This is equivalent to 23 kilos per household or 32,000 tonnes of used packaging

- Last Year Repak recycled nearly 29,000 tonnes of used packaging, which was 67% up on the previous year
- In terms of volume, the 44 million litres of alcohol we will consume at Christmas, is enough liquid to fill 29 Olympic sized swimming pools.
- If all the glass wine and beer bottles were laid out end to end, the resulting tower would stretch from Ireland to Sri Lanka, a distance of over 9,000 kilometres. 23,000 tonnes of cardboard and paper packaging alone is generated, the weight of nearly 4,000 elephants.
- If all the wrapping paper was laid out side by side it would cover an area of 89 kilometres by 89 kilometres, which is enough to cover half the size of Leinster.
- Last year Repak Green Christmas helped grew packaging recycling to nearly 29,000 tonnes in December'05/January'06, compared to 17,000 tonnes the previous year - an increase of over 65% on the same period in the previous year or 9,000 tonnes over the target tonnages of 20,000 tonnes.

About Repak

Repak is a not-for-profit voluntary member's based packaging recycling scheme established under a voluntary agreement between industry and the Department of the Environment and Local Government. It was established as industry's response to the obligations placed on Ireland by the EU directive on Packaging Waste (94/62/EC) and is the only government approved packaging compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's EU National Packaging Recovery and Recycling Targets of 25% of packaging waste in 2001 and 50% in 2005 and is well on their way to achieving their 2011 target of 60%.

For further information please contact:

Eoin Kennedy or Tom Byrne

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 833 9540 or +353 86 810 4224