

4 Million Milk Cartons to Carry Recycling Message

- Recycling message to reach over 600,000 homes through carton message
- Irish retailers to support 4th annual Repak National Recycling Week
- New Repak Recycling Award for independent retailer and hospitality sector
- Ireland lagging behind mainland Europe in recycling Beverage Cartons

(Dublin, 23-08-04) 3.8 million Avonmore and Premier Dairies milk cartons will be branded with on-pack carton recycling messages encouraging consumers to recycle their used packaging during the 4th annual Repak National Recycling Week. All Tetra Pak one litre fresh milk cartons distributed by Premier and Avonmore in advance of the week, which runs from the 4th to the 10th October, will carry the message how best to recycle the cartons. The message is expected to reach over 600,000 households in Ireland during the week and help increase the recycling rate of used beverage cartons in household recycling bins. In the initial start up phase of carton recycling in Ireland last year, a 2% carton recycling rate was achieved. However, there is the potential to increase carton recycling significantly in the future and bring household carton recycling targets in line with average European rates which are currently 30%. Cartons are now accepted in most recycling kerbside collections schemes throughout the country and in particular are accepted in over 360,000 green bin collections in the Avonmore and Premier distribution area and at approx. 30 recycling centres throughout Leinster. With this recent development in carton recycling it is hoped that Ireland can increase the amount of cartons recycled to a target of 120 million over the next few years.

Andrew Hetherington, CEO Repak, said, "This initiative would not have been possible without the generous support and commitment of both Tetra Pak and Glanbia. The week is a key time for us to help increase awareness and the rate of used packaging recycling thereby helping Ireland meet its EU target to

recovery/recycle 50% of all used packaging by 2005. It is also a good opportunity for our members to get involved and educate people as to their involvement and support of Repak."

John Kelly, Marketing Manager, Glanbia Consumer Foods, speaking about Repak National Recycling Week, said "As Repak members, we were looking to play a significant part in this year's recycling week. The on-pack message on our Avonmore and Preimer fresh milk cartons is a great and simple way for Glanbia to get involved. As large users of Tetra Pak cartons we felt it was important to play our part in helping to increase the rate of recycling of our used milk cartons, and to get people to start recycling and keep recycling their cartons."

Tetra Pak, commented, "Over the past year we have made significant progress in carton recycling in Ireland in association with Repak, Local Authorities and various recycling contractors nationwide. We believe this message, timed around Repak National Recycling Week, will, encourage people to put their used milk cartons into their green bin or bring them to their local recycling centre. We remind people that they need to rinse and flatten their used cartons to ensure we optimise the capacity of the recycling bins and bring banks."

Repak National Recycling Week will kick off with an extensive advertising campaign focusing on getting consumers and businesses alike into the recycling habit. Posters and point of sale items will be distributed to Repak member shops and stores nationwide. The theme for this year is again "Start Recycling – Keep Recycling" as Ireland still has a lot more recycling that needs to happen in the domestic bin. Full details on centres that accept Tetra Pak cartons and other used packaging waste are available at www.repak.ie .

As part of the Week, the 3rd Repak Recycling Awards will take place on the Thursday 7th October. This year a new Repak Recycling Award for the

independent retailer and hospitality sector has been introduced. It is open to Repak members from the independent retail and hospitality sectors and will include pharmacies, hardware's, off licences, shops, restaurants, pubs and hotels. Application forms can be downloaded from the Repak website http://www.repak.ie/awards/member_awards_2004.html or alternatively they can be sent by post by contacting the membership service department.

The awards recognise the efforts and ingenuity of its Members, Local Authorities and Collectors in the area of packaging prevention, reuse and recycling. Last Year, Green Isle Foods won the award in the Best Practice and Minimisation category for its efforts in reducing its pizza carton packaging as well as achieving a high recovery and recycling rate of its own back door packaging waste. HJ Heinz Frozen and Chilled Foods, and Newmarket Co-operative picked up the Repak Member of the Year Award 2003 for large and small firms respectively.

Last year, the Repak National Recycling Week campaign helped grow awareness of Repak to in excess of 72%. It also contributed to growing household packaging recycling rates over the month by a staggering 48% increase on the previous year's figures, which was partly attributed to the growth in collection infrastructure in 2003.

Repak is also calling on its other retailer and supplier members to become involved in activities to help promote packaging recycling during Repak National Recycling Week. Nationwide Repak members' activities will be supported with special Local Authorities initiatives during the week.

Repak membership fees are used to subsidise the collection of used packaging in Ireland through the network of 2,000 bring banks, over 50 recycling centres and household kerbside collection schemes which reach in excess of one in four (over 350,000) Irish households. Last year Repak members contributed over €15

million to directly fund the recovery of 414,000 tonnes of used packaging; 47% of all packaging placed on the Irish market.

ENDS

About Repak

Repak is a not-for-profit members based packaging compliance scheme, currently Ireland's only producer responsibility scheme, which was established under a voluntary agreement between industry and the Department of the Environment and Local Government in 1997.

It was created 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 compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's National Recycling Target of 25% of packaging waste in 2001, as set by the EU directive.

The organisation also performs an administrative role for the recycling of used farm film (silage cover) through the IFFPG.

Repak also runs a variety of educational initiatives such as Repak National Recycling Week in October, Repak Green Christmas, Repak National Conference. It is also a sponsor of An Taisce's National Spring Clean campaign, the Tidy Towns Competition and the schools based Repak Cash for Cans programme.

Last year Repak launched a trial plastic and beverage carton recycling scheme as part of a strategy to target traditionally more difficult material types. The beverage carton scheme has now been extended to all households in Dublin with a Kerbside/Green Wheelie Bin collection scheme.

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