

Repak Calls on Householders to Break Recycling Week Record

- **Competition to win Ford Focus FlexiFuel and a year's supply of Maxol Bio-Ethanol**
- **90,000 Free Recycling Bags at 91 Recycling Centres throughout ideas**
- **Recycling Week Activity Packs sent to all 3,000 national schools**
- **Regional radio competitions with recycling contractors**
- **Free WEEE open day at TechRec Ireland**

(Dublin, 27.09.06) Repak is calling on householders to break the Repak Recycling Week record by helping to recycle over 15,000 tonnes of used packaging in the weeks surrounding this year's campaign, which takes place from the 2nd October to the 8th 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, 6.0 kg of cardboard or equivalent of 79 cereal boxes, 9 aluminium drinks cans, 20 food cans over the month of October.

. As an added incentive to recycle during this year's 6th annual Repak Recycling Week, Repak is also offering recyclers an opportunity to win an environmentally friendly Ford Focus FlexiFuel (FFV) car plus a year's supply of Maxol's Bio-Ethanol Fuel by simply visiting a local Recycling Centre and texting in .

This year's competition is designed to encourage people to visit one of the 91 Recycling Centres located throughout the country where over 90,000 reusable recycling bags will be given away to the first 1,000 recyclers at each Centre. To enter the competition, find the "Repak code" in the participating recycling

centres and text it to low cost number (51567) and further details on how to win Ireland's first bio-ethanol car. Daily participants will be selected to go onto the Marty in the Morning Show on 2FM (weekdays, 6.00 a.m. to 9.00a.m.), where they will have to answer various recycling questions. Each day there is the opportunity to win Maxol fuel vouchers up to the tune of €250 with the overall winner of the Ford Focus FlexiFuel vehicle being selected on Friday the 8th.

Eddie Murphy, MD of Ford in Ireland said "We are delighted to be associated with Repak Recycling Week and we believe our Focus FFV which runs on any mix of petrol or bio-ethanol is an ideal car for the initiative

Noel McMullan, Director of Maxol said, "Maxol is a great supporter of Repak Recycling Week and our bio-ethanol is a great example of recycling at work. Our E85 bio-ethanol is made from whey, a by-product of cheese-making, by Carbery in Co. Cork. The whey is recycled and turned into a very valuable product that will help lessen our dependence on fossil fuels."

Andrew Hetherington, CEO Repak, said, "It has taken time for Ireland to become a more environmentally conscious country and recently we have seen householders make great efforts to recycle. In many areas around the country, with the introduction of pay-by-weight / pay-by-use, people not only have an environmental but also a financial incentive to recycle more. Last year Repak helped Ireland achieve and exceed its EU 2005 packaging recycling target by 14% and is why we are confident that everyone will club together and break this year Recycling Week record during and in the weeks surrounding the campaign."

Minister for the Environment, Heritage and Local Government, Mr Dick Roche, T.D., said ".

The 2005 Repak Recycling Week campaign helped to contribute to growing household packaging recycling rates by 59%.

Household recycling rates, however, lag behind commercial packaging recycling rates, with total volume collected only a quarter of what is collected from businesses. This year's theme is "Keep Recycling – let's get it sorted" and Repak is calling on all householders to contribute in helping Ireland recycle nearly 15,000 tonnes over the month of October. It is estimated that we would need to proportionately recycle the equivalent of the following, which can all be recycled at the 90 recycling centres:

- 36 million plastic milk and drinks bottles or equivalent volume of P.E.T. (the equivalent of 1,800 tonnes of plastic in total)
- 6.9 million wine bottles (the equivalent of 3,500 tonnes of glass)
- 6.8 million beverage cartons (200 tonnes of beverage cartons / Tetra Pak)
- (7,800 tonnes of cardboard) equivalent of 102.6 million cereal boxes
- 12 million aluminium drinks cans (200 tonnes of aluminium)
- 26.2 million food cans (1,500 tonnes of steel)

It means also that to break the record each household across the country only needs to recycle the equivalent of (approximately):

- 28 plastic bottles
- 5 glass wine bottles
- 5 beverage cartons
- 6.0 kg of cardboard or equivalent of 79 cereal boxes
- 9 aluminium drinks cans
- 20 food cans

As part of the Repak recycling week activity, Repak has produced and circulated an activity pack to teachers for all 3,000 national schools to coincide with the week. Each day a series of activities has been devised, which can be carried out at home and in school and it is recommended that the teacher either photocopies each pack or download them directly at www.repak.ie. Activities include 'Repak Recycling House Hunt Card', where the children are asked to

identify various items at home and label them as recyclable items. Included in the pack are 'Recycle Me' stickers that can be handed out by each teacher to encourage practical home and class based recycling activity.

Repak members and stakeholders are also getting involved in activities throughout the country. Waste contractors are working with Repak to promote the week regionally through competitions on the following radio stations including:

- AES and Midlands 103 and Kildare FM
- Mr. Binman and Limerick 95 Live FM
- Greenstar and Ocean FM and East Coast Radio
- ***98Fm and Oxigen***

As part of the Week, the 5th Repak Recycling Awards will take place on the Wednesday 6th October at the Four Seasons Hotel, Dublin. The awards recognise the efforts and ingenuity of its Repak Industry Members, Local Authorities and Collectors in the area of packaging prevention, reuse and recycling. There will be more details on the winners and finalists issued during the week.

To help consumer get into the recycling habit Repak will be listing full details of participating local authority recycling centres and contractors on the Repak website www.repak.ie. This information will also be available through the LoCall number 1 850 909999 operated between 9am and 5pm Monday to Friday.

Also during Repak Recycling Week, TechRec Ireland, currently the only WEEE (Waste Electrical and Electronic Equipment) processor in Ireland, are having a public service open day on Saturday 7th of October 2006 10:00am-4:00pm. It is encouraging householders to bring along their old electrical goods and see how

one of the most modern WEEE processing plants in Europe, processes your old electrical equipment into reusable raw materials. For more information visit www.techrec.ie.

ENDS

Notes to Editor

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 backgarden 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. Composting.

Put a small compost bin beside your general waste bin or if you've space build a compost pile in your garden for kitchen vegetable waste and garden waste. As well as your brown and green food waste, wormeries can break down cooked meats that other conventional garden composters cannot deal with. After a few months the compost should become dark and crumbly and you can then start using it as top-soil or fertilizer to make your garden greener than ever.

3. 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).

4. 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 Christmas. Visit www.repak.ie or check your local paper or for further details.

5. 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.

6. 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.

7. Morning After Parties.

Gather up all glass bottles and aluminium cans in separate bags or bins. Remember plastic bottles (PET and HDPE bottles) can also be recycled at most Recycling Centres – look for 3 chasing arrows with either a number 1 or number 2 inside – this means it can be recycled in Ireland.

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. Look up www.repak.ie to find your nearest recycling centre that accept batteries.

The Maxol Stations where you can get bio-ethanol:

- Maxol Service Station, Lower Glanmire Road, Tivoli, Cork, Co. Cork.
- Maxol Service Station, Richmond Road, Dublin 3.
- Maxol Service Station, Beach Road, Sandymount, Dublin 4.
- Maxol Service Station, Cromwellsfort Road, Crumlin, Dublin 12.
- Maxol Service Station, Ballymakenny Road, Drogheda, Co. Louth.
- Maxol Service Station, Kingsmeadow, Cork Road, Waterford, Co. Waterford.
- Maxol Service Station, Dooradoyle, Limerick
- Maxol Service Station, Flowerhill, Navan, Co. Meath

About Ford Focus FFV and Maxol Bio-Ethanol

The Focus FFV boasts up to 70% fewer CO2 emissions than an equivalent petrol car. This biofuel car is capable of running on either E85 bio-ethanol, which is a blend of 85% bio-ethanol and 15% petrol, regular petrol, or any mixture of both. Importantly, this allows the car to run even in areas where bio-ethanol outlets have not yet been established.

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 Target of 25% of packaging waste in 2001 and is well on the way to Achieving our 2005 EU packaging recovery target of 50%.

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