

'One Material per Day Keeps the Bin Man away' Repak takes over the streets of Dublin with 'Bling my Bring Bank' campaign

- **Repak Recycling Week targets 'one material per day' for householders**
- **On street art with 'Blinged' Bring Bank campaign**
- **Recycling goes cyber with Repak bebo page, Youtube videos, and blogs**
- **Recycling Week Activity Packs sent to all 3,000 national schools**
- **WEEE recycling open day on Saturday in some additional centres around the country**

Dublin: 28.09.07; The landscape of Dublin City will be dramatically transformed this October during Repak Recycling Week. Getting the week off to a creative start is the innovative Repak 'Bling my Bring Bank' campaign. Six glammed up and decked out Bring banks will be on display on the streets of Dublin City; Grafton St, O' Connell St, Henry St, Temple Bar and Dundrum Town Centre, bringing recycling right to the fore front consumers and shoppers minds. Repak Recycling Week takes place from the 1st to the 7th of October and the bring banks will on display right throughout the week. Also each day of the week will target a different recyclable material, Monday is Aluminium, Tuesday is Glass, Wednesday is Plastic, Thursday is paper and cardboard and Friday is WEEE.

During the week recycling will be taken into cyberspace as Repak launch its very own Bebo profile page, www.repakrecycling.bebo.com. The page will have hints and tips on recycling, before and after photos and videos of the Bling my bring bank project, drawing competitions where you can design your own Bring Bank and recycling themed computer games. To accompany this Repak will also be posting videos on Youtube, running a blog right throughout the week.

Speaking about the week Andrew Hetherington, CEO of Repak said "There are many new initiatives involved in this year's campaign. We are taking recycling issues directly to the consumer with the Bling My Bring Bank campaign and targeting a larger variety of audiences with the various online activities, however the most important message for us is that recycling does not need to be a chore and with some organisation can be easily integrated into householders everyday routine"

Last year household recycling jumped by an incredible 24% however household packaging recycling over all is still only at under 42% so an extra effort is needed by households to drive up this rate. 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 16,000 tonnes of used packaging 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 through the 1 million kerbside collections supported by Repak the 2,200 bring sites and 90 recycling centres around the country. 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 1850 909999 operated between 9am and 5pm Monday to Friday.

Repak is also encouraging recycling through activities with schools, libraries and take aways all around the country. Repak has distributed activity packs to teachers in all the 3,491 schools. The packs contain a series of activities to be carried out during the week and it is recommended that the teacher either photocopies each pack or download it directly at www.repak.ie. There will be posters and leaflets distributed to over 100 libraries around the country. And in a joint campaign with the European Aluminium Association, Repak are engaging with take away restaurants around the country to promote the recycling of aluminium food trays. Repak is calling on all take aways to promote the recycling of aluminium food trays and have provided poster boards for many take aways to heighten consumer awareness of the recyclability of this packaging material once rinsed and washed.

As part of the Week, the 6th Repak Recycling Awards will take place on Thursday 4th 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.

Also during Repak Recycling Week, WEEE Ireland, (Waste Electrical and Electronic Equipment), are having a public service open day on Saturday 6th of October 2007 10:00am-4:00pm. They will be opening 5 additional centres around the country to encourage householders to bring along their small electrical appliances for recycling, such as kettles, radios, telephones and larger items such as fridges and cookers to be recycled for FREE on the day. For further details of the locations of these additional centres please see, www.weeeireland.ie

ENDS

Notes to Editor

- **Repak Recycling Week Tips**
- **16,000 tonne target broken down**
- **Packaging Recycling – an example of a few items to help us break the record**
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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 target of 16,000 tonnes breaks down into:

- 37 million plastic milk and drinks bottles or equivalent volume of P.E.T. (the equivalent of 1,800 tonnes of plastic in total)
- 14 million wine bottles (the equivalent of 3,500 tonnes of glass)
- 6.8 million beverage cartons (200 tonnes of beverage cartons / Tetra Pak)
- 6,300 tonnes of cardboard or the equivalent of 83 million cereal boxes
- 19 million aluminium drinks cans (200 tonnes of aluminium)
- 11 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):

- 29 plastic bottles
- 5 glass wine bottles
- 5 beverage cartons
- 5 kg of cardboard or equivalent of 65 cereal boxes
- 20 aluminium drinks cans
- 9 food cans

Packaging Recycling – an example of a few items to help us break the record

Glass From the Kitchen

Baby Food Jars
Wine Bottles
Jam Jars
Sauce jars (Glass)

Cardboard

Cereal boxes
Tissue Boxes
Kitchen paper cores
Milk cartons
Juice Cartons
Multipack sleeves
Ready meals cardboard sleeves
Washing up powder boxes

Plastic bottles

Washing up liquid bottles
Fabric softener bottles
Sauce bottles
Water bottles
Plastic Milk Bottles
Note: Please ensure all food containers are fully rinsed
Thus reducing attraction of flies

From the Livingroom

Newspapers
Magazines
Tissue boxes
Beer bottles or Cans

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From the Bathroom

Shampoo/Conditioner bottles

Talc bottle

Shower gel bottles

Toilet roll cores

Tissue box

Toiletry outer sleeves and boxes, eg. Razors and soap

Hand soap bottles

Note: Please ensure all toiletry containers are fully rinsed

Ensuring limited product waste and maximum recyclability

Bedroom

Books

Magazines

Tissue box

Wall posters

Perfume boxes/packaging

Clothes packaging, socks, underwear, etc.

Clothes shopping bags (paper based)

From the Utility Room

Washing detergent boxes

Fabric conditioner bottles

Pet food cans

Note: Please ensure all utility containers are fully rinsed

Ensuring limited product waste and maximum recyclability

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%.

For further information please contact:

Una O' Murchu

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 1095 363

E: una.omurchu@scomms.ie

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