

Consumers urged to get cracking on recycling as leftover packaging creates a trail from Dublin to Paris

- A tower of the 6 million Easter Eggs boxes consumed this year would stretch to over 900km reaching all the way to Paris from Dublin
- Irish households to eat almost 1 million kilograms of chocolate over the Easter period.
- 490,000 kilos of Easter Eggs used packaging will be generated.
- Repak Campaign calls for Irish public to recycle used Easter egg packaging including the PET plastic moulded egg inserts
- Repak Recycling Hints and Tips for Easter 2007 revealed.
- 1 million bottles of wine will be consumed over the Easter period.

(Dublin, 06.04.07) Irish chocoholics will this year consume enough Easter Eggs to create a monster egg over 5 times the height of the new U2 Tower in the Docklands at 614 meters high and 425 meters wide according to research by Repak, the packaging recycling scheme. A trail of the 6 million Easter Eggs boxes consumed this year would stretch to over 900km reaching all the way to Paris from Dublin and contain enough chocolate to fill 6 Olympic sized swimming pools. The facts were released as part of this years' Repak Easter Campaign, which is urging householders to getting cracking and make an egg-straight effort to recycle the 490,000 kilos of cardboard, plastic and aluminium packaging from Easter egg boxes.

With over quarter of Irish people claiming they will have a few alcoholic drinks on Good Friday it is estimated that the resultant Easter festivities will generate over 15 million beverage cans and 1 million bottles of wine. Repak is urging all households to use their household collections, Recycling Centers and BringBanks to recycle all of this used packaging rather than sending it to landfill.

It is estimated that if all the eggs consumed in Ireland over the coming Easter period were to be converted into chocolate liquid, weighed or measured, there would be enough eggs equivalent to:

- The weight of more than 300 hippos.
- Create a path 17 times the length of a marathon. (That's a distance longer than from London to Paris and back).
- Households will generate over 42,000 tonnes of used packaging over Easter but last year only 40% of it was recycled.

It is estimated that over the Easter period Irish households will create the following amount of Easter Egg packaging waste:

- 16,191 kilos of aluminium foil packaging waste equal to 8 Hummers.
- 353,058 kilos of card or paper packaging waste which laid out flat would cover an area 10 times the size of St Stephens Green
- 215,901 kilos of PET plastic packaging waste (190,388 fleeces)

Irish households will generate over 42,000 kilos of used packaging in total over Easter period but last year only 40% of it was recycled.

According to Darrell Crowe, Marketing Manager of Repak, "Easter is a great time of celebrations and giving of gifts such as Easter eggs, but it is also a time when we generate a lot of additional used packaging. In recent years there has been a huge improvement in recycling around Easter however many people do not realise that the plastic packaging in Easter egg boxes is also recyclable along with the cardboard and aluminium. These moulded easter egg inserts can be recycled in most plastic bottle recycling bins/receptacles. Last year recycling rates over Easter increased by 5% on 2005 but currently almost 60% of household used packaging such as cans, glass bottles, plastic bottles and cardboard is not being recycled by Irish householders. With increased recycling facilities and direct financial incentives with Pay by Weight there has never been a better time to recycle."

Irish households will produce circa 42,000 tonnes of used packaging this Easter. Last year over 14,000 tonnes or a 40% of all used packaging was recycled during the Easter period this was 5% up on the previous year. Due to Repaks financial supports and campaigns such as Repak Easter appeal, Repak recorded an increase in household packaging recycling of nearly 15% in 2006.

Householders can visit www.repak.ie for details of your local Recycling Centres

Repak Recycling at Easter Tips 2007

Hints and Tips

1. Cardboard - Compress/fold cardboard and put into household dry recyclable bin or bring to your nearest recycling centre.
2. Plastics – Most Easter egg molded plastic is PET. This can go into most plastic bottle collection systems.
3. Foil – We recommend you Scrunch these up, and put the foil in an aluminium can and place in dry recyclable household collection bin or bring it to your nearest recycling centre.
4. Check www.repak.ie to find the nearest centre in your area and also to check what materials they accept.

The Easter Egg tradition

- The Easter egg tradition began with painted egg shells but the modern variety is made from chocolate and packaged in a variety of colourful packaging.
- The first chocolate eggs were made in Europe in the early 19th century (source Checkout.ie). Since then these chocolate eggs have become richer and more varied and come in ever more elaborate wrapping.

- In 2006, the world's most expensive Easter egg was created by La Maison du Chocolat in London. The Diamond Stella Egg was 60cm tall and covered with 100 half-carat diamonds. Its price tag was a mere snip at \$100,000 (source www.bornrich.org).
- This pales in comparison with Fabergé eggs. The first Fabergé egg was created in 1884 as an Easter egg for Czar Alexander III. These elaborate eggs were made of gold and silver and decorated with diamonds, sapphires and rubies. A total of 57 were made for various czars. One of these eggs the "Winter Egg" was sold in 2002 for \$9.5 million. Another, the Coronation Egg is valued at between \$18-24 million (Source www.artsjournal.com).
- This price tag may prove a bit steep for most people this Easter. However, the Irish Easter egg market is worth a staggering €30 million, with over 6 million sold at an average price of €5 each. People are willing to spend increasingly larger sums of money on Easter eggs but it is worth bearing in mind the other costs to the environment at Easter.

A nation of chocoholics.

- Ireland is a nation of chocoholics. Consumption of chocolate in Ireland is amongst the highest in the world. In Ireland we manage to munch our way through 11.2kg each of chocolate a year (Source www.confectionarynews.com)

Be a good egg. Recycle this Easter.

- On Easter Sunday all that lovely packing will be torn open as people all over Ireland tuck into nearly 1 million kilograms of chocolate. Getting rid of the chocolate is the easy bit. This Easter turn the Easter Bunny green

by recycling. All Easter packaging waste can be recycled including the plastic shells.

- Waste management is very important and we all know we need to reduce the amount of waste going to landfill. If we take time to recycle we can reduce our waste costs and help the environment. Recycling in Ireland has dramatically increased in recent years. Last Easter Repak recycled nearly 29,000 tonnes of used packaging

Ends

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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 also achieved and exceed Irelands' 2005 EU packaging recovery target of 50%, having achieved a packaging recycling rate of 56% in 2004 according to the EPA 2004 database.