
4 Million Easter Egg Leftovers Could go to Landfill

“Don’t Let Hangover from Easter Stretch to the Dump”

- ⇒ **5 million Easter eggs bought by Irish Consumers**
- ⇒ **Huge increase in Cans and Bottles from Good Friday Parties**

(09.04.04) Currently only 20% of packaging waste from the household bin is being recycled. With 5 million Easter eggs being purchased over the Easter period, packaging waste from 4 million eggs could potentially end up in landfill. The Repak Easter Recycling Drive is designed to encourage Irish consumers, especially the 42% of householders with direct access to green bin collection schemes, to recycle their used Easter packaging.

According to Darrell Crowe, Marketing Manager, Repak, “Easter sees a dramatic increase in packaging waste with Easter eggs but, also, with the pubs closing on Good Friday and many people partying at home, there’s a huge increase in the number of aluminium cans and glass & plastic bottles sold over the Easter period. We are asking people to recycle their used Easter packaging and not let the hangover from Easter lead to increased landfill. The current recycling infrastructure is not being utilised to its full potential and by simply putting Easter egg packaging and other used packaging into their green bin or bringing it to their local bring banks, consumers can make a huge difference. A complete list of the available Bring Banks and Civic Amenity Sites, along with full details on the locations of centres and materials accepted is available on www.repak.ie.”

Note to editor

Over 15 million cans and 1 million bottles of wine are consumed over the Easter period.

About Repak

Repak is a not-for-profit members based compliance 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 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.

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