

'Eggsactly' what Ireland needs - 5 Million Easter Eggs Recycled

- 7 out of 10 adults give Easter Eggs as main gift for Easter
- 26% do not give any gifts at all for Easter
- 6 out of 10 select egg based on chocolate quantity
- Irish households to eat over 1 million kilograms of chocolate over the Easter period.
- 375,000 kilos of Easter Eggs packaging waste will be generated
- Campaign calls for Irish public to recycle Easter Egg packaging
- 7 in 10 claim to recycle cardboard from eggs, while 1 in 2 recycle the plastic inserts and a quarter claim to recycle the foil.

(25.04.05) The most popular gift this Easter will be Easter eggs according to 7 out of 10 Irish adults, reveals research carried out by Repak, the used packaging recycling scheme. The research was carried out in March amongst 1,200 Irish adults in advance of the launch of the Easter packaging recycling campaign.

This year over 5 million Easter eggs will be bought as presents while additional parties will see an additional 15 million beverage cans and 1 million bottles of wine consumed over the Easter holidays. Repak is urging all households to prevent valuable materials ending up in landfill and to recycle as much used packaging as possible.

The research also uncovered some interesting patterns amongst Irish consumers in what they buy, for whom and with what criteria in mind.

- Just over half all Easter eggs are bought for children or teenagers under 18, a third are bought for adults and 17% buy Easter eggs for themselves.

- According to 6 out of 10 people, chocolate quantity is the number one factor that determines choice of Easter eggs, while 1 in 3 go for presentation.
- The element most likely to be recycled is the cardboard (7 in 10), followed by plastic (almost 1 in 2) and foil (about a quarter).
- 42% of adults believe that presentation is the main reason eggs are packaged the way they are. While almost 3 in 10 think it is either for tradition or product protection.
- About a quarter of those over 18 years of age claim that they have “a few alcoholic drinks with family and friends on Good Friday.”

According to Darrell Crowe, Marketing Manager, Repak, “Easter is a special time of celebration and gift giving, but as a result generates a lot of additional used packaging. Our research also showed that three quarters of those who give Easter eggs claim they recycle some part of their packaging. We are calling on everyone to make a special effort this Easter to recycle as much used packaging as possible either through household dry recyclable collection bins, Bring Banks or at the nearest Bring Centre or Civic Amenity site. Details of the nearest centre are available on www.repak.ie.”

Notes to Editor

The average household buys five eggs each and the market is worth around 30 million. Easter is the second biggest family occasion after Christmas and consumers are not shy about spending on luxury products. 71% of all gifts given around this time of year are Easter Eggs. (Source – Shelflife)

Hints and Tips

1. Cardboard - Compress/fold cardboard and put into household dry recyclable bin or bring to nearest recycling centre.

2. Plastics – Most Easter Egg plastic is PET. Look for a triangle with the number 1 in the centre of it (this is the PET symbol). This can be recycled at many recycling centres.
3. Foil - Scrunch up, put in an aluminium can and place in dry recyclable household collection bin or bring to nearest recycling centre.
4. Check www.repak.ie to find the nearest centre in your area and also to check what materials they accept.

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 EU National Packaging Recovery and Recycling Target of 25% of packaging waste in 2001.

For further information please contact:

Eoin Kennedy, Slattery Communications, +353 86 8339540

Keith Morrison, Slattery Communications, +353 86 3860999