

Repak looks to build on the Success of Repak Green Christmas in 2003

Repak is calling on larger companies and retailers to actively help grow recycling rates and the number of special Repak Green Christmas recycling facilities from 77 to over 100 this year. The organisation is encouraging larger companies to request and install temporary bring bank facilities for the recycling of Christmas packaging waste, which increases by 30% over the Christmas period. Smaller retailers can also get involved by helping to promote the Christmas recycling message by displaying specially designed Repak Green Christmas posters that are available from Repak.

Last year Repak Green Christmas helped grow packaging recycling to nearly 18,000 tonnes in December'03/January'04, compared to 11,500 tonnes the previous year. This was an increase of 55% on the same period in the previous year or 3,000 tonnes over the target tonnages of 15,000 tonnes.

Without recycling the Christmas period could see over 180 million recyclable containers going to landfill. As retailers act as the final contact with customers the organisation is looking for support in spreading the recycling message. During December and January Repak will also be running a nationwide TV, Print and Radio advertising campaign to support the call to recycle and also to encourage people to visit the special Green Christmas recycling centres. These centres have extended opening hours and will accept a wider range of materials than the normal bring banks. In addition the existing network of nearly 2,000 Bring Banks will help to facilitate the recycling of aluminium drinks cans, and glass bottles.

Commenting Darrell Crowe, marketing manager said "Over Christmas shops in Ireland will sell over 20 million wine bottles, 60 million aluminium beverage cans, 100 million

plastic drinks bottles and over 1,000 tonnes of wrapping paper. Making it as simple for customers to recycle this packaging waste through temporary recycling facilities and awareness through posters can make a huge dint in this possible waste mountain. Companies such as Vodafone and HJ Heinz are leading the way by providing onsite recycling facilities for staff, giving them added access to recycling facilities. This is particularly important at this time of year when current recycling facilities are stretched to capacity. Such company initiatives help to prevent the needless dumping of valuable recyclable materials.”

Repak is again seeking to join forces with the DoELG and Local Authorities throughout the country to establish and promote the Green Christmas Recycling Centres to which householders can bring their cardboard, paper, glass, plastic and cans to be recycled. The campaign will run from 20th December to 10th January. Full details of opening hours of your local Repak green Christmas centres and materials handled are available on www.repak.ie and will also be published in local press in the respective local authority areas.

About Repak

About Repak

Repak is a not-for-profit members based packaging compliance scheme, currently Ireland’s only producer responsibility scheme, which was established under a voluntary agreement between industry and the Department of the Environment and Local Government in 1997.

It was created 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, as set by the EU directive.

The organisation also performs an administrative role for the recycling of used farm film (silage cover) through the IFFPG.

Repak also runs a variety of educational initiatives such as the Repak National Recycling Week in October, the Repak Green Christmas and the Repak National Conference. It is also a sponsor of An Taisce's National Spring Clean campaign, the Tidy Towns Competition and the schools based Repak Cash for Cans programme.

Last year Repak launched a trial plastic and beverage carton recycling scheme as part of a strategy to target traditionally more difficult material types. The beverage carton scheme has now been extended to all households in Dublin with a Kerbside/Green Wheelie Bin collection scheme.

Repak membership fees are used to subsidise the collection of used packaging in Ireland through the network of 2,000 bring banks, over 50 recycling centres and household kerbside collection schemes which reach in excess of one in four (over 350,000) Irish households. Last year Repak members contributed over €15 million to directly fund the recovery of 414,000 tonnes of used packaging; 47% of all packaging placed on the Irish market.

For further information please contact:

Eoin Kennedy

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 8339540

E: eoin.kennedy@scomms.ie

(ends)

For further information please contact:

Eoin Kennedy

Slattery Communications,

Tel: +353 1 661 4055

Mob +353 86 8339540