

## **Jingle Bells, Jingle Bells, Jingle all the way.....to the Bottle Bank**

- Repak to target the collection of 45% of used household packaging
- Repak target recycling of 35,000 tonnes of used packaging with projection equivalent carbon savings of 42,000 tonnes of CO<sub>2</sub>
- This Christmas Irish Consumers will munch their way through:
  - 8.5 million mince pies;
  - 1.4 million biscuit tins;
  - 1 million selection boxes;
- and while getting into the festive spirit will pull a whopping 16 million Christmas Crackers
- Call for Retailers to lead the way in recycling our Christmas packaging waste mountain

12.11.07; With the rapidly approaching festive season retailers are facing into their busiest time of the year, where customers flood stores throughout the country and where huge spending where over indulgence are the order of the day. This Christmas Irish consumers all around the country will munch their way through an estimated 8.5 million mince pies, 1.4 million tins of biscuits and nearly 1 million selection boxes and will pull over 16 million Christmas crackers as they get into the festive spirit. Apart from expanding waistlines, this annual consumption fest leads to a New Year waste packaging mountain. In response Repak is calling on all retailers to encourage their customers to jingle all the way down to the recycling centres and bottle banks as they look towards an even Greener Green Christmas in 2007.

According to research undertaken by Repak, each household will generate circa 54 kilos or 80,000 tonnes of used packaging in total, over the Christmas period. There is a 30 per cent increase in the overall amount of used packaging at this time of year. It is estimated there are 164 million drink containers – including alcoholic and non-alcoholic cans and bottles going to be consumed this year due to the numerous Christmas parties and nights out over the festive season. Repak is aiming to collect and recycle 45% of this used packaging, generated over the holiday period. This is equivalent to 24 kilos per household or 35,000 tonnes in total of used packaging. Last year Repak recycled nearly 32,000 tonnes of used packaging, which was 10%

up on the previous year. Repak Green Christmas is encouraging retailers to lead by example by putting recycling in front of their customers, get them to think green and remember to recycle all the extra waste produced by these Christmas festivities.

Commenting on the extra effort required over the Christmas period, Andrew Hetherington, CEO of Repak said "This time of the year is the perfect opportunity for retailers to get out there and show their Green credentials. What we have seen previously is that, with some encouragement, consumers react enthusiastically to the recycling call for a Green Christmas. We are asking retailers to lead the way in recycling this Christmas, by encouraging staff and customers internally to take on new recycling challenges over Christmas, to recycle items they have never recycled before, such as mince pie trays or used Christmas crackers. Our members are also undoubtedly at the front line of this awareness building campaign and their voice and participation is crucial in helping to reduce our Christmas waste mountain and also helps to quell any consumer backlash that may arise about excess packaging at Christmas."

This year Repak Green Christmas takes place between the 23<sup>rd</sup> December 2007 to 6th January 2008. The campaign is in its seventh year, having expanded from 1 participating Local Authority covering 11 recycling centres in 2001 to all local authorities in 2006 involving over 90 recycling centres nationwide. During December and January Repak will run a nationwide TV, national and local print, Outdoor shopper lights and radio advertising campaigns to support the call to recycle and also to encourage people to visit the special Green Christmas recycling centres. The 90 plus centres have in many cases extended opening hours and will accept a wider range of materials than the normal bring banks. In addition to this, the existing network of nearly 2,200 Bring Banks and kerbside collection systems reaching in excess of 930,000 households will help to facilitate the recycling of much of the Christmas packaging. Full details of Green Christmas recycling centres, their opening hours and Christmas tree recycling drop off points will be available at [www.repak.ie](http://www.repak.ie).

**Ends**

## **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%.

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