

Don't forget to Hatch a plan to recycle this Easter

Repak urges Irish Householders to take some time out to recycle this Easter

- Repak launches 2011 Easter recycling appeal and reminds people to think about the feel good factor of recycling after over indulging in Easter festivities
- Irish households to generate 35,000 tonnes of used packaging over Easter period which equivalent in weight to **create 170 Statue of Liberty's** in time for President Obama's Visit to Ireland.
- Easter packaging will account for 500 tonnes of the used packaging.
- In 2010 Irish households recycled almost **15,300 tonnes** of used packaging or nearly 45% of all used packaging
- Manufacturers reduce the amount of packaging on Easter Eggs by up to 30% and increase the recyclability of their egg packaging.
- Irish People will consume more than **1000 tonnes of chocolate Easter eggs** this Easter
- Irish people to spend more than **€23 million on Easter Eggs with over 9 million Easter eggs expected to be purchased this Easter.**
- Ireland will consume enough chocolate to make **136 million replica gold sovereigns**
- If these chocolate coins were legal tender Ireland could then **pay off 1/6 of Ireland's debt (€13.6 billion).**
- Irish people will consume enough beer to fill **over 800,000 Irish baths**
- Chocolate also contains caffeine and Irish people will consume the same amount of caffeine that is found in **2,000 cups of coffee**

Chocolate – the cause and solution to all Ireland's problems

This weekend will see the country go crazy for eggs of the chocolate variety. In 2010 Easter egg consumption increased by 9% and last year Irish people spent €23 million on Easter eggs alone. At the launch of their Easter recycling campaign today, Repak called on people to recycle some of the 35,000 tonnes of used packaging generated over the holiday period, most of which is non-Easter egg related packaging. This translates into 23 kilograms of used packaging per household. The good news is that last year Repak helped to recycle **15,300 tonnes** of mixed packaging from households over the Easter period. This accounted for circa 45% of all used household packaging resulting in the equivalent of 15,772 tonnes of carbon equivalent saving. This year Repak is urging people to take the

time to recycle their Easter egg and other packaging generated over the period setting a **target to recycle 15,500 tonnes**.

This Easter Ireland will :

- **Consume 1,000 tonnes of chocolate Easter Eggs**
- **Eat 9 million Easter Eggs**
- **Consume the same amount of caffeine that is in 2,000 cups of coffee**
- **Eat enough chocolate to make 136 million replica gold sovereigns**
- **Spend in excess of €23 million on Easter Eggs**
- **Accumulate almost 600 tonnes of Easter Egg packaging alone**
- **Drink enough beer to fill over 800,000 Irish baths**
- **Produce enough packaging to create 170 replica Statue of Liberty's**

Despite it being all over your floor come Easter Sunday, Easter Egg packaging accounts for **under 2% of all packaging** produced at Easter. To mark President Obama's visit to Ireland in May, **170 Statue of Liberty's** could be made with all of the household packaging generated over the Easter period.

However the good news is that manufacturers of Easter eggs have reduced the amount of packaging on their eggs by upto 30% as well as increasing their recyclability. As well as reducing the size of the outer cartons they have lightened the cardboard and many have removed the previous used plastic inserts as well as experimenting with packaging free eggs.

Easter is also a time when people let their hair down. **Over 5.7 million litres of wine** is expected to be drunk over the Easter period especially at Good Friday Parties. . As well as 67 million litres of beer is expected to be drunk over the Easter period, which would **fill over 800,000 Irish baths**.

Commenting Dr Andrew Hetherington CEO of Repak said, "Easter is a time for celebration and this celebration results in 500 tonnes of used Easter packaging alone, however this is not all of the packaging produced. Yet we are delighted to report most manufacturers have reduced the Easter egg packaging by up to 35% over the last number of years while increasing their recyclability. We would remind people not only to recycle their Easter gift packaging but also all the other packaging that the festivities will generate such wine, beer bottles and cans. If you have any queries about how to recycle certain materials or where to bring them over the Easter period if your recycling bin is full, then log onto www.recyclenore.ie for full information and bring bank locations in your specific area."

So when you sit down to open your Easter Eggs this Easter, just remember that **over 35,000 tonnes** of household used packaging will be generated over this period. Despite it being all over your floor come Easter Sunday, Easter Egg packaging accounts for **only 2% of all packaging** produced at Easter. To mark President Obama's visit to Ireland in May, **170 Statue of Liberty's** could be made with all of the household packaging generated over the Easter period.

International Chocolate companies are also making their mark to reduce their environmental impact by not only funding producer recycling schemes like Repak but also by driving packaging reduction strategies on Easter Eggs.

Nestle

Since 2006 the weight of packaging for Nestle small and medium eggs has reduced by between 30% and 50% with plastic inserts being removed from 90% of all Easter Eggs. A further 100 tonnes have been removed this year on medium eggs.

Mars

Mars have introduced a Recycle Bunny on their Easter Eggs which contain step by step recycling panels. Every plastic tray in Mars products is made from recyclable PET plastic; Mars have also reduced their packaging raw material usage of card and plastic. All Galaxy Large and Luxury Eggs for 2011 onwards will carry the Rainforest Alliance Certified logo™. The Rainforest Alliance helps thousands of farmers around the world gain the techniques necessary to protect the wildlife, environment and the rights and welfare of their workers and their families for now and for future generations.

Cadbury's

Cadbury's as part of their "purple goes Green" have reduced their egg packaging by 25% between 2009 and 2010 with a further 13% reduction on their medium eggs and 16% on their large eggs in 2011, introducing a new shaped pack and removing plastic inserts from most eggs. Cadbury's are also supporting some easter egg trails details of which can be found on www.easteregtrail.com as well as other ad hoc egg trails including one in Croke Park museum.

Repak is calling on consumers in Ireland to recycle all their recyclable Easter packaging, including Easter egg boxes and foil, aluminium cans from beer and soft drinks, beer and wine bottles, as well as other food containers and packaging. Repak urges householders to ensure that all packaging is clean and dry before recycling, and to make sure that the correct items are placed in their green bin. If householders are unsure as to whether a particular type of packaging can be recycled, all

information is available on recyclable materials, as well as bring banks and hints and tips for recycling over Easter on www.recyclenore.ie

Ends

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Notes to editor on reduction in packaging by Easter egg suppliers

- As well as funding the packaging recycled over the Easter period, Repak also supports the reduction of packaging generated by its members. This is of particular relevance over the Easter period, with extra packaging generated from Easter eggs, as well as beverage cans and bottles. Repak's members have achieved an average saving of 30% on Easter egg packaging through packaging optimisation programmes.
- Put in context, this packaging reduction not only saves on used packaging generated over the Easter period, but also means that more eggs can now fit onto a pallet, giving additional transport savings, resulting in reduced CO2 emissions from taking vehicles off the road as well as financial savings.

Repak Recycling at Easter Tips

Hints and Tips

1. Cardboard – Compress or fold cardboard boxes flat and put into household dry recyclable bin or bring to your nearest recycling centre.
2. Plastics – Most Easter egg molded plastic is PET denoted by a triangle with the number 1 inside. This can go into most plastic bottle collection systems.
3. Foil – Fold the aluminium foil from Easter eggs and place in the dry recyclable household collection bin or bring it to your nearest recycling centre.
4. Check www.recyclenore.ie to find the nearest centre in your area and also to check what materials they accept.

5. Make Easter treats. Children will love helping to make chocolate cornflake cakes, or creating Easter bunny-shaped biscuits. If you do buy Easter eggs, get ones with minimal and recyclable packaging and use a reusable bag to take them home.
6. Recycle Easter cards in your household bin collection. Better still, instead of sending a card, reduce waste by sending your greeting by e-mail/or Text.
7. If you are planning a big Easter lunch, buy loose fruit and vegetables, rather than pre-packaged ones, and recycle all your used glass
8. Don't forget to compost your fruit and vegetable peelings. If you've been gardening over the weekend, add your plant prunings and grass cuttings. The compost will improve the quality of the soil and help plants grow.
9. Put any glass bottles, jars and tins in your local bring bank

About Repak

- Repak is a not for profit producer responsibility scheme for used packaging funded by packaging levies charged to participating members companies.
- Since 1997 Repak has invested €200 million in supporting packaging recycling in Ireland.
- Repak have helped grow packaging recycling from under 15% in 1998 to 65% in 2008
- Note most of the suppliers of Easter eggs are members of Repak thereby paying into a producer responsibility scheme to help fund the recycling of their used packaging.

