

News Release

Repak Christmas Recycling Data at a glance

- We drink enough wine which, if converted to the weight to a Euro coin would give us 2.6 billion euros
- Over Christmas Irish householder will generate approximately 220,000 tonnes of household waste, 150 kilos per household.
- Within that, over Christmas Ireland households produce 75,000 tonnes of used packaging, the equivalent of 51 kilos per household.
- Repak are targeting to recycle 35,000 tonnes (between 45-50%) of household used packaging from households or 24 kilos of used packaging per household.
- Enough packaging produced to fill 2.7 million green bins over the festive period
- Recycling this Christmas could avoid 40,000 tonnes of carbon or equivalent of taking 26,000 cars off the road.
- Christmas sees a 25-30% increase in the volume of used packaging produced versus the rest of the year.

National Christmas Consumption

Beer cans and bottles top the table on packaging types produced at Christmas followed by carbonated soft drink bottles. This season will see Ireland generate the following used packaging over

- 22 million wine bottles
- 50.6 million beer cans
- 20 million soft drink cans
- 50.5 million beer bottles
- 39 million carbonated soft drink bottles
- 4 million boxes of chocolates

Per household, Ireland consumes over Christmas

- 40 litres of alcohol
- 58 litres of soft drinks
- 3 kilos of chocolates
- 750 grams of wrapping papers
- 19. Cardboard and paper packaging
- 8 kilos of glass
- Nearly 12 kilos of plastic

Repak Helps Break Bad Christmas Recycling Habits

- Repak encourages Irish households to keep recycling as Repak target to Recycle 35,000 tonnes of used packaging or 24 kilos per household
- Repak Survey finds most people detest Bring Bank Litterbugs, but over half admit to littering at bring banks
- Most Recyclers repeatedly use the same Recycling Centres and Bring Banks, but don't know opening hours or alternative locations
- Bring bank information at your fingertips, thanks to Repak's Recyclemore Smartphone app available on iPhone and Android
- Repak giving away a Samsung Galaxy S Plus phone on Facebook

Dublin 22nd December: Repak is encouraging Irish householders not to fall into bad recycling habits over the Christmas holiday season. Overall Repak estimates that Irish householders will generate approximately 220,000 tonnes of household waste (or 150 kilos per household) over the Christmas period. A third of this household waste or 75,000 tonnes is used packaging, the equivalent of 51 kilos of used packaging per household, or two thirds the weight of an average Irish male.

Repak is targeting to collect and recycle between 45-50% (circa 35,000 tonnes) of the used packaging generated over the holiday period. Last year Repak helped fund the recycling/recovery of 34,000 tonnes.

Repak Research unveils worrying recycling habits

According to Repak, Irish recyclers have picked up some bad habits, when it comes to recycling around Christmas. According to a recent survey, Repak found that:

- 87% see littering at a Bring Bank as a problem, but 57% of these people admitted to leaving recyclable on the ground at a full bring bank. Therein themselves contributing to the littering and leaving themselves open to prosecution.
- 88% will keep going to the same location for recycling.
- 65% admit they do not know all of the recycling facilities in their area
- 62% of adults have turned up at a recycling centre to only find it closed outside of opening hours

Research also revealed:

When recycling and they found a bring bank full:

- 45% admitted to leaving recyclables on the ground
- 74% claimed they would look to find another recycling location,

The survey also showed that 87% of those surveyed would welcome having recycling information available on their phone.

Repak's Recyclemore Smartphone App – bringing recycling to your fingers

Created by Repak in conjunction with all of the 34 local authorities, the Android and iPhone application lists all of the 2,000 bottle banks and recycling centre facilities nationally in the 26 counties.

This new App is in response to research conducted by Repak which showed 87% of people claimed they would find it useful to have access to recycling centre opening times, material accepted and locations on their phone. The key feature of the app is GPS locator allowing users to identify their nearest recycling facility while out and about and map their way to it through Google maps.

The Recyclemore app can be found on the iTunes store or Android Market or directly from Repak's Recyclemore.ie website (http://www.recyclemore.ie/repak_green_christmas). To celebrate the launch of the new App, Repak are giving away a new Samsung Galaxy S through its Facebook Page Recyclemore. [<http://www.facebook.com/RepakRecycling>]

Dr. Andrew Hetherington, CEO, Repak said, "Despite the severe weather last year we recovered and recycled over 34,000 tonnes of used packaging which was a huge success. During the Christmas period people will typically have more to recycle, and without information as to their nearest recycling centres festive opening times or alternative bottle banks at a time of high demand, they can find recycling a frustrating experience. We developed the smartphone Recyclemore app on iPhone and Android, to help people easily access information on recycling centres and alternative bring banks within easy reach. This information is also available on our website Recyclemore.ie making recycling more convenient and accessible to all."

In targeting to drive packaging recycling Repak will be communicating the recycling message and promoting the recyclemore app on line, through their Facebook page, Recyclemore website as well as using traditional media such as national and local radio including outdoor advertising.

Full details of Green Christmas recycling centres, their opening hours, local contractor collection information and Christmas tree recycling drop off points is available at www.recyclemore.ie

TIPS TO A GREENER CHRISTMAS

As well as making an extra effort to recycle more of your Christmas packaging, have a greener Christmas by keeping the following in mind:

10 Tips to better packaging recycling

1. Buy items with less packaging where possible.
2. Fold your used wrapping paper and squash all boxes before recycling to save space in your recycle bin.
3. Recycle used sweet and biscuit tins.
4. Wash and rinse all recyclables
5. Recycle your used jars
 - a. Mince pie mix, mayonnaise, pickled vegetables etc.
6. Recycle your used Clear Plastic Trays for fruit and vegetables. These are usually PET and can be recycled in dry recyclable bins.
7. Recycle your used aluminium from
 - a. Take away trays, Mince pies trays etc
8. Recycle glass bottles such as wine, spirit and beer bottles as well as aluminium beer cans
9. No need to worry about sellotape on wrapping paper, this can be recycled too
10. Christmas Crackers and Christmas cards are all recyclable

When visiting a bring bank

1. Ensure segregate colour correctly
2. Don't necessarily rush out after Xmas to drop off your bottles/cans – these can wait
3. Do not leave recyclables on the ground
 - a. Slows down collections
 - b. Is littering and can be prosecuted
4. Find your nearest recycling centre and opening hours through Recyclemore.ie or our apps
5. Remember to recycle from around the house bathroom, living room

Tips to saving food – Visit STOPFOODWASTE.IE

1. Store food at correct temperature
2. Watch Best Before dates
3. Watch fruit and VEG closely and remove rotten fruit early
4. Shop more often and buy less
5. Plan your meals and shop to this plan rather than buying randomly – never Shop on an empty stomach
6. Don't over purchase or over cook food portions over xmas
7. Make the most of Xmas left overs – Risotto, Curries, Sandwiches, Omelette etc
8. Use your Fridge/Freezer wisely – rotate food, check BB regularly, freeze left over for later use etc
9. Learn portion control – don't eat with your eyes,

10. Recycle food waste by separating in a compost bin or household food waste bin. Don't put cooked foods in regular garden compost bins

REDUCING IMPACT WASTE ELECTRICAL ITEMS

1. Do not put batteries or Electrical waste in your household bins.
2. Return used batteries to the outlet you bought them from
3. Return old electrical items to your local recycling centre or Return to shop on a like for like basis
4. Recycle your used mobile phone through many charities like "Jack and Jill" foundation or local charity shops
5. Purchase reusable batteries where possible
6. Repair where possible rather than replace broken electrical items
7. Recycle or donate old Computer to charities like REHAB RECYCLE who re condition and resell/re use these
8. Trade any unwanted WEEE waste on www.FREETRADE.ie
9. Bring good unbroken toys to local housing refuge centres or charity

If you have a real Christmas tree you can recycle it at one of the many designated Christmas tree recycling centres around the country. Check opening hours and locations with your local authority or use the recycling facility search on www.recyclemore.ie or on our Recyclemore app

About Repak

- Repak is a not for profit producer responsibility scheme for recycling used packaging funded by packaging levies charged to participating members companies.
- Since 1997 Repak has invested €225 million in supporting packaging recycling in Ireland.
- In total Repak have diverted over 5.7 million tonnes of used packaging from landfill since 1998.
- Repak have helped grow packaging recycling from under 15% in 1998 to nearly 65% in 2010
- Ireland is now ranked eight of the EU 27 in terms of packaging recycling according to the latest Eurostats figures.

Notes to editors

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