

## **Dublin Business Could Save Over 834,000 Euro**

(01.10.03) Dublin businesses could save over €834,000\* with the launch today of a new on-street dry recyclable collection by Dublin City Council and Repak. The new service is being offered to over 10,700 businesses in the Dublin city centre area and was launched as part of this weeks' Repak National Recycling Week, which runs from 29th September to the 5th October.

The new scheme will add to the current Dublin City Council cardboard collection service with the provision of prepaid transparent plastic bags for specified dry recyclable materials. Materials that will be accepted in the plastic bags include: plastic bottles, film and bubble wrap, paper and light cardboard packaging, aluminium and steel cans, newspapers and magazines. The special collection bags can be purchased from Dublin City Council (full list of locations at end of release) at a cost of 2 euro per bag, offering a saving of 27% or 75 cents per bag. The collection will take place at the same time as current cardboard collections. Bags are available for purchase at €50 per pack of 25.

Since the introduction of the new packaging regulations in March 2003 there are bans on the placement of specified packaging materials going into landfill including plastic film wrap, fibreboard, glass, aluminium and steel packaging. This new recycling collection system will allow businesses to meet these requirements in a cost effective and viable manner. Under the regulations companies must comply in the correct disposal of common recyclable materials such as aluminium drinks cans/bottles, cardboard and paper.

The cardboard collection scheme has been in operation for the last three years and over 2,500 businesses have availed of the service with over 300 tonnes of cardboard collected last year from businesses in the Dublin city area.

Speaking at the launch Andrew Hetherington, CEO Repak said "Since the introduction of the new regulations many companies are unaware that they may be breaking the law exposing themselves to heavy fines by putting recyclable packaging materials into regular bins. This scheme allows them to not only save money but also to comply with the regulations in a simple and easy manner. In order to meet our future EU Packaging Waste targets it is imperative that businesses take these regulations very seriously."

Commenting on the launch Tom Loftus, Head of Waste Management Services, Dublin City Council said: "As a significant waste contractor in the Dublin area we are delighted to be able to offer this service to our customers allowing them to comply with the packaging regulations and secure significant diversion of materials away from landfill"

Welcoming the initiative Gina Quin, CEO, Dublin Chamber of Commerce said: "Businesses will welcome this reduction in costs and the opportunity to help our environment. The combination of recycling and cost reduction is very attractive to businesses who are trying to improve productivity and increase competitiveness."

The Repak National Recycling Week, which runs from 29th September through to 5th October. The theme for the week is "Start Recycling – Keep Recycling", and features a series of nationwide educational and promotional campaigns.

Some of the initiatives planned for this year's Repak National Recycling Week include:

- Repak Recycling Awards Ceremony on Thursday 2nd October which will be hosted by Martin Cullen TD the Minister for the Environment heritage and local Government
- Member activities nationwide, which include posters, competitions and information displays
- Special Local Authority Initiatives, such as leaflet drops, green weeks, information days etc. Piparrella Childrens educational recycling show, which will visit key urban local authority areas of Dublin, Cork Limerick, Waterford, and Galway and will be seen by approximately 5,000 schools children over a three week period.

The week will kicked off with an extensive print, radio, outdoor and TV advertising campaign focusing on getting consumers and businesses alike into the recycling habit.

Posters, point of sale items and information leaflets will be distributed to member shops and stores nationwide. The recycling message will also be communicated through high profile window dressing displays in Repak members' stores.

Last year Repak recorded and funded the recycling of 323,000 tonnes of packaging waste, which is 36% up on the 2001 total. The 323,000 tonnes equates to nearly 40% of all packaging placed on the Irish Market. The organisation also reported a 50% increase in Repak membership last year to 1208, with the greatest increase coming from the Independent Retail sector, which saw an increase of nearly 400 new members in 2002.

Bags may be purchased at the following Dublin City Council offices:

- Waste Management Services, 68/70 Marrowbone Lane, D. 8. Tel. 4114338.
- South East Area Office, UG floor, Block 1, Civic Offices, D.8. Tel. 6752243.
- Waste to Energy Project Office, Cambridge Road, Ringsend, D.4. Tel. 2815918.
- Ballyfermot Area Office, Civic Centre, Ballyfermot Road, D. 10. Tel. 6207122.
- Crumlin Area Office, 13 St. Agnes Road, Crumlin, D.12. Tel. 6207119.
- Finglas Area Office, Unit 4B, Finglas Shopping Centre, D.11. Tel. 8567011.
- Northside Civic Centre, Bunratty Road, Coolock, D.17. Tel. 8166710.
- Kilbarrack Area Office, Greendale Shopping Centre, D. 17. Tel. 8398311.

### **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 National Recycling Target of 25% of packaging waste in 2001.

Earlier this month Repak launched a school based, plastic bottle-recycling scheme, which will initially run through 14 schools in county Wicklow and aims to recycle 70,000 plastic bottles over the next school year. The organisation has also launched a TetraPak recycling initiative in Dublin, Cavan and Wicklow.