

Cadburys Takes Big Bite Out of Packaging At Repak Recycling Awards

- Cadbury save 730 tonnes with packaging changes.
- Green Isle packaging reduction strategy takes equivalent of 19 million pizza boxes off the market.
- Mr Binman recognised for diverting 60% of all waste handles from landfill
- Assumption Secondary School (Walkinstown) awarded for green schools video competition.
- Cashel recycling centre recognised for collecting 10,000 tonnes of recyclables.
- SuperValu in Ballincollig recognised for their recycling rate of 80%.
- Evode Industries recognised for their best practice in environmental management.
- Three winners packaging prevention programs alone eliminate 1620 tonnes of used packaging hitting the shelves in 2008 – equivalent of avoiding nearly 60,000 green bins of used packaging

Dublin, 15th October 2009. Cadbury Limited was awarded a recycling accolade for its work in reducing the packaging on its Easter eggs and introducing new packaging formats which lead to a reduction of 730 tonnes of packaging.

Cadbury was the winner of the Repak member of the year award and one of the 11 winners at the 8th annual Repak Recycling Awards in Croke Park. The awards celebrated the achievements of companies, schools, local authorities and waste contractors who were recognised for their environmental achievements in recycling and waste reduction. Other winners included Mr. Binman in Limerick who was recognised for having diverted 60% of all waste from landfill; and Assumption Secondary School (Walkinstown) awarded for their planned video on Litter and Waste which is aimed at helping other schools who are trying to get their first Green Flag.

Other winners include Cashel Recycling Centre, who attracted over 10,000 visitors in 2008 and recovered/recycled over 10,000 tonnes. Louth County Council installed underground BringBank facilities. ; Quish's SuperValu who achieved savings of c €9,000 in waste charges, a 27% reduction year on year as a result of their reuse of materials across the store, as well as investing heavily in training of staff; Citywest Hotel, Dublin who have reduced the amount of waste produced at the hotel by 26%, and achieved an overall recovery/recycling rate of 60%; The Clarion Hotel Cork who have grown their waste recycling rates three fold to 30% up from

12% the previous year; Evode Industries who, through reducing packaging waste, have prevented 40 tonnes of packaging going onto the market; Green Isle Foods who, through packaging initiatives, have achieved the elimination of 850 tonnes of packaging, including wood, plastic and carton board from the market – the equivalent of preventing approximately 19 million pizza boxes hitting the market.

Collectively three winners alone prevented nearly 1620 tonnes of used packaging from going onto the market through their prevention programs, which is the equivalent of avoiding 59,000 green bins full of used packaging.

The list of winners, which were presented by Minister John Gormley at a ceremony in Croke Park, were:

- Assumption National School, Walkinstown: Repak Recycling School of the Year
- Shabra: Repak Recycling Recovery Operator of the Year 2009: SME Company
- Mr. Binman: Repak Recovery Operator of the Year 2008 – Large Company
- South Tipperary County Council - Cashel Repak Recycling Centre: Civic Amenity / Recycling Centre of the Year 2009.
- Louth County Council: Repak Local Authority of the Year 2009
- Quish's SuperValu Supermarket, Ballincollig, Co. Cork: Repak Best Practice Award 2009 – Independent Retail.
- Joint winners: The Citywest Hotel AND The Clarion Hotel, Cork: Repak Best Practice Award 2009 – Hospitality Sector
- Evode Industries Ltd: Repak Best Practice Award 2009.
- Green Isle Foods Ltd: Repak Best Packaging Prevention Initiative Award 2009.
- Cadbury Ireland Ltd: Repak Member of the Year 2009.
- Croke Park: Repak Partnership Award.

Commenting Dr. Andrew Hetherington, CEO, Repak said “Each year we get more tangible evidence from producers, schools, individual and collectors (both Local authorities and private operators) of the real differences they are making through their packaging prevention and recycling programs. These programs are contributing to financial and environmental costs savings for us all. This year has been no exception, and we’ve seen tremendous successes from

all of our winners and finalists.”

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Notes to Editors:

Please see the below citations regarding finalists and winners per category:

The Repak / An Taisce Recycling School of the Year 2009.

Once again Repak as a prime sponsor of the green schools program have linked up with An Taisce to help recognise and reward those schools that have had a long term commitment to the Green Schools programme.

Finalists:

1. St. Therese’s National School, Clontumper, Ballinalaee, Co. Longford
2. Presentation Primary School, Clonmel, Co. Tipperary
3. Assumption Secondary School, Walkinstown, Dublin 12

Winner: Assumption Secondary School in Walkinstown

Assumption Secondary School is a 350 student school situated in Walkinstown. This school was awarded their first Green Flag for their outstanding work in the areas of Litter & Waste in February. Using their expertise, they have created a plan for a website devoted to helping other schools who are trying to get their first Green Flag.

There will be video clips demonstrating practical ways to tackle each of the 7 steps of the Green Schools programme, written guidelines, along with a “Quick Tips” section. Also included in the site will be a news section and an area with downloadable charts and posters for use in the

classroom.

The Green Forum will be a space for all interested people to tap into the incredible pool of knowledge that all Green-Schools students and staff have in relation to litter, waste and recycling.

With support from An Taisce and Repak, the Assumption Secondary School website is bound to be a great success, and a great help to any schools out there who want to get their hands on that first Green Flag. Congratulations to Principal Collette Dunne; Green-Schools Coordinator Lisa Doran; Chairperson of the Green Committee, Ellen O'Sullivan and all at Assumption Secondary School.

Repak Recovery Operator of the Year 2009 – Small to Medium Company

Finalists:

1. Leinster Environmentals
2. Shabra Recycling
3. McElvaney's Waste & Recycling

Winner: Shabra Recycling

Shabra Recycling is a recovery operator based in Castleblayney, Co Monaghan. Established in 1986 by Rita Shah and Oliver Brady, the company now employs 49 staff and is most associated with its plastic reprocessing activities. Shabra is one of the few true recycling companies in Ireland, in that it processes plastic packaging waste to a point where it can be sold on as a valuable commodity or even a final product. Plastic film is shredded on site and converted into plastic bags and sacks. Paper is shredded and sold on as animal bedding. The products Shabra produces from waste material include plastic bags, sacks and film wrap. In addition to its plastic reprocessing, Shabra Recycling also recovers paper, cardboard, wood and steel. Of all the waste material that the company received in 2008; 88% was reprocessed on-site, 12% was sent to other companies for reprocessing and 0% was sent to landfill. Shabra Recycling continuously works with its customers to educate them in minimising their waste production and they service bring banks and civic amenity sites in the Northeast region. Shabra also provides school tours of its facility, in order to educate students and their teachers on the full waste reprocessing cycle.

Old wood like pallets are chipped and sold for use in equestrian centres. Plastic film is shredded on site and converted into plastic bags and sacks. Paper is shredded and sold on as animal bedding. Plastic bottles are washed and chipped and sold on for further processing. Cardboard and steel drums are collected and bailed for onward export to recyclers.

In 2008 Shabra recovered/recycled over 8000 tonnes, up 30% on the previous year.

Repak Recovery Operator of the Year 2008 – Large Company, sponsored by Tetra Pak

Finalists:

1. Mr Binman
2. Panda Waste Services
3. Thorntons Recycling

Winner: Mr. Binman

Mr. Binman was a previous winner in 2005 and 2006. Mr Binman is a family run enterprise based in county Limerick with sites also in Tipperary. The company was founded in 1993 by Mr. Martin Sheahan Snr. and today employs over 220 staff in the collection and recycling of both domestic and commercial waste streams. Mr. Binman's plant in Luddenmore consists of a Transfer Station, A Materials Recovery Facility for sorting of mixed recyclables, a Mechanical Biological Treatment plant (used to recover the organic fines and recyclables) as well as making RDF for onward export. They also operate an on site Glass Processing facility. The company services bring banks and civic amenity sites on behalf of a number of local authorities in the Munster area. Currently the domestic refuse collection fleet is being upgraded to dual compartment trucks. In addition to sending cardboard, plastic, metals, wood and glass for recycling, Mr. Binman also produces refuse derived fuel for incineration. As a result 60% of all waste from the site is diverted from landfill. Mr. Binman plans to increase this to 80% by 2011. With this in mind the company has acquired a site, and planning permission for a biogas and composting facility to treat organic waste.

In total Mr Binman operates in Limerick Waterford Clonmel and Galway and tipperary he services

The Repak Civic Amenity / Recycling Centre of the Year 2009

Finalists:

1. Limerick County Council - Mungret Civic Amenity Centre
2. Clare County Council - Shannon Recycling Centre
3. South Tipperary County Council - Cashel Recycling Centre

Winner: South Tipperary County Council - Cashel Recycling Centre

Cashel Recycling Centre was opened to the public in September 2006. It is located on the outskirts of Cashel town and attracts visitors from the surrounding area, including the towns of Tipperary, Cahir and Clonmel. The recycling centre is run directly by the Local Authority and is South Tipperary's first purpose built facility of its kind in Tipperary.

The site participates actively in the community, facilitating school tours and holding annual family fun days during Repak Recycling Week. The centre has done a lot to drive awareness and usage of the facility through local radio and press adverts, website its own DVD. The centre as a result has attracted over 10,000 users in 2008 and received the highest amount of packaging material per user (20 kilos per user) of all the finalists in this category. All material received is weighed and can be traced to its final destination. Cashel Recycling Centre features an innovative, user friendly split-level design. It is the first recycling centre in Ireland to achieve both ISO 14001 and EMAS accreditation; EMAS is an especially thorough environmental standard. A wide range of materials are accepted at the facility; including gypsum, which is quite unusual among sites of this kind, and is a very popular feature.

Total Tonnage recovered through the facility 10,107 tonnes.

The Repak Local Authority of the Year 2009, sponsored by Rehab Recycling.

Finalists:

1. Cork County Council
2. Louth County Council
3. Fingal County Council

Winner: Louth County Council

Louth County Council has been a finalist in this award for the last three years. Although the smallest county in Ireland, with a small environment department, what they lack in size they more than make up for in enthusiasm. The county has a very good recycling infrastructure with two very busy Civic Amenity Sites and 46 Bring Banks. They were one of the first LA to install the innovative Molok underground bring bank facilities. These facilities allow for 1/3 of the storage to be hidden underground increasing the capacity and improving the look of these facilities. All of the 46 bring sites have an additional container for plastic packaging. In 2008 Louth continued prosecutions under the Packaging Regulations thus assisting Repak's recruitment drive. The Environment department of Louth County Council is very proactive and engaged with Repak on a wide range of environmental activities. These included Green Schools, Repak Recycling week, Tidy Towns, National Spring Clean and Repak Green Christmas. All of these activities were supported by extra publicity in the broadcast and print media and with leaflets and handouts. The environment staff has successfully engaged with local community groups to achieve their goals. Louth are a previous winner of this award in 2007.

Repak Best Practice Award 2009 – Independent Retail.

Finalists:

1. SuperValu Supermarket, Ballincollig, Co. Cork
2. Downeys Stop and Shop Convenience Store, Portlaoise, Co. Laois
3. SuperValu Supermarket, Tramore Co. Waterford

Winner: Quish's SuperValu Supermarket, Ballincollig, Co. Cork

This superb supermarket of some 20,000 sq ft under the management of Dave Tarrant displays as good an example of best practice as you are likely to find anywhere in the Irish retail sector. Major emphasis is placed on waste management best practice in all areas of the supermarket, goods inwards and in-store bakery. The key to their success lies in comprehensive staff training

and Quish's have invested heavily in this. Good waste management makes good sense but the real payback for Quish's is in the significant monetary savings they continue to make by pursuing an aggressive recycling policy. Quish's: a worthy winner of Repak's 2009 Best Practice Award for Independent Retailers.

They achieved an 80% recycling rate in 2008 up from 78% in 2007 showing the desire for continuous improvement. High level of reuse across all departments in the store. In 2008 they achieved savings of c €9,000 in waste charges a 27% reduction year on year.

The store also operates a state of the art heat recovery system which uses the heat created by the refrigeration motors to heat both the water supply and the store in general during winter conditions.

Repak Best Practice Award 2009 – Hospitality Sector, sponsored by Rehab Recycling

Finalists:

1. Citywest Hotel
2. The Glenlo Abbey Hotel
3. The Clarion Hotel, Cork

Joint winners: The Citywest Hotel AND The Clarion Hotel, Cork.

Joint winner The Clarion Hotel, Cork

The Clarion Hotel is a four star, 197 bedroom hotel; situated on Lapps Quay in Cork. The hotel has been awarded the 'Repak Best Practice Hospitality Award 2009' based on its use of innovative techniques to garner staff support and enthusiasm for green initiatives. By doing so, they have registered an impressive increase in the amount of packaging which has been either eliminated or more effectively streamed to recycling. Some of the initiatives they have in place include, waste segregation bins, decanting of food into reusable crates/boxes, packaging free breakfast, reusable small decanters for small items like sugar, butter, salt and peppers. As well as an on site dedicated waste handling room. As a result they have grown their waste recycling rates three fold to 30% up from 12% the previous year. The facilities management at the hotel is to their credit and a huge amount of thought and investment has been made, with great

success, in all areas to reach their target of minimising wastage at the hotel.

Joint winner The Citywest Hotel, Dublin

The Citywest Hotel is the largest hotel in Europe with 1,500 rooms. At the start of 2008, management undertook the task of changing the whole approach to waste management throughout the hotel. By doing so, they took the first steps in the ambitious plan of building towards zero waste to landfill, introducing a new level of awareness of waste management to all staff and to investigate further avenues where both packaging and all other energy waste could be eliminated. Working with Greenguard and Repak, the hotel surpassed its 6 month goals and is well on track to reach their target goals for 2010. Overall they have reduced the amount of waste produced at the hotel by 26%, achieved an overall recovery/recycling rate of 60% and reduced the amount going to landfill by 35% in 2008. This has been achieved through in room waste recycling bins, Food decanted at source, segregation of waste in service areas.

Repak Best Practice Award 2009.

Finalists:

1. Evode Industries Ltd
2. Bulmers Ltd
3. Georgia-Pacific Ireland Ltd

Winner: Evode Industries Ltd

The Repak Best Practice Award is presented to the member company with the best overall waste management and packaging improvement systems. Evode Industries Limited is based in Swords North County Dublin. They manufacture adhesive grouts and building chemicals. As part of the Bostik Group, they market products under a number of brand names including Evo-Stik, and Bostik.

In 2008 Evode have had major success reducing packaging waste preventing 40 tonnes of packaging going onto the market. Implementing re use systems, whereby they replaced 200kg drums with IBC reuse containers. Over a 100 tonnes of their internal waste was recycled in 2008,

an increase of 27% on the previous year. Redesign their packaging to remove steel handles for tubs to make product easier for recovery/recycling. Evode has also achieved excellent results in reducing their electricity and gas usage by 25% and reducing the amount of water consumed on-site by 28%.

Through a series of novel and clever initiatives volunteered by the Irish staff, Evode has been able to improve their environmental management performance and are passing this expertise on to other companies within their group. Evode Industries Limited is this years' winner of the Repak Best Practice Award.

Repak Best Packaging Prevention Initiative Award 2009, sponsored by The EPA.

Finalists:

1. Gypsum Industries Ltd
2. Irish Distillers Pernod Ricard
3. Green Isle Foods Ltd

Winner: Green Isle Foods Ltd

Green Isle Foods Ltd was established in 1982 and has production plants in Naas, Portumna, Gurteen and Longford. In 1995 Green Isle became part of Northern Foods Plc which has a turnover of approximately €370million and employs 2,000 people between the UK and Ireland. Green Isle's market is a mixture of 30% Ireland and 70% UK. Brands produced by Green Isle include Goodfellas, San Marco and La Bottega pizzas; Donegal Catch fish and Green Isle branded chips, waffles and vegetables.

Throughout 2008 Green Isle introduced many packaging initiatives, which resulted in over 850 tonnes of packaging being removed from the market. These changes resulted in significant savings of wood, plastic and carton board especially. The impact also meant a standardised packs for UK and Ireland thereby improving logistics planning and stock rotation. The initiative was so successful it also helped to increase the product's quality levels. They also introduced a new combined heat and power plant to reduce their energy costs.

Repak Member of the Year 2009, sponsored by Arthur Cox Solicitors.

Finalists:

1. Cadbury Ireland Ltd
2. An Post
3. Symantec Ireland Ltd

Winner: Cadbury Ireland Ltd

Cadbury started 1824 when John Cadbury opened a shop in Birmingham selling cocoa and chocolate. Since its humble beginnings, Cadbury Ireland is now one of Ireland's foremost companies serving consumers in Ireland and around the world. The 'Repak Member of the Year Award 2009' goes to the member who has demonstrated excellence in waste management best practice with a high level of partnership and participation in the Repak scheme. Cadbury Ireland is consistently good when it comes to waste management and environmental matters in general. As one of the inaugural members of Repak, Cadbury has made great achievements in the area of packaging prevention. Cadbury and other manufacturers in the Easter Egg market came to a joint agreement for 2008 to produce a 25% smaller carton for specific Easter Eggs. With Cadburys alone producing 40 million of these eggs a year. Removing an astounding 450 tonnes of packaging for medium eggs and 280 tonnes of packaging for large eggs for UK & Ireland combined. 'Purple Goes Green' is Cadbury's commitment to shrinking its global environmental footprint. They reduced the amount going to landfill by 58%. Redesigned their delivery systems to eliminate single use packaging focusing on reuse systems, such as IBC's, replacing one way boxes with "poly pans"

Repak Partnership Award 2009

The Repak Partnership Award is awarded to the business or organisation that has achieved outstanding results in the areas of recycling and waste management.

In 2008 Repak partnered with Croke Park to implement a recycling strategy in the stadium. A

waste audit uncovered no recycling structures in place. To address the issues Repak provided bring banks throughout the stadium, with signage directing people to the new recycling facilities. Croke Park worked closely with their contractor, Thorntons Recycling, and placed recycling compactors, plastic and cardboard baling facilities and colour coded skips in the stadium to increase recycling from input packaging, deliveries and catering. Prior to these recycling initiatives 100% of waste collected at the stadium went to landfill. As a result of the recycling implemented in Croke Park 68% of materials collected were recycled after the 2008 All Ireland final.

Croke Park has also partnered with the ESB on the Cúl Green project to make the stadium carbon neutral. They have put in place a state of the art environmental improvement programme covering the stadium's electricity, waste and water management systems.