

Repak ramp up with initiatives to help businesses in Packaging Prevention

- **Launch of 'Packaging Optimisation' Toolkit**
- **Launch of 'Positive Packaging' newsletter**
- **Develop further initiative including Self Audit Tool and Best Practice Guide**
- **Re launch of Prevent and Save website – www.preventandsave.ie**
- **Microsoft's Windows 7 reduces carbon footprint by 50%**
- **Green Isle takes 850 tonnes of cardboard out of market**
- **Already over 40 companies have participated in Packaging Prevention/Optimisation Studies**

Dublin, XX October 2009: Repak have launched a number of initiatives to help businesses deliver on packaging prevention program. The annual Repak Members Conference at Croke Park saw the launch of the 'Packaging Optimisation' toolkit and 'Positive Packaging' newsletter, two new initiatives from the 2009 'Packaging Waste Prevention Programme' co sponsored by the EPA, which has already delivered a number of significant prevention initiatives in early 2009 and 2008.

Packaging Optimisation Toolkit:

The 'Packaging Optimisation' toolkit is a packaging guide for small business which explains some of the terminology associated with packaging. This new guide discusses the functions of packaging and outlines a strategy for implementing a reduction programme within small companies. The guide delivers a selection of packaging 'tools' which can be used to help in understanding and developing a reduction program. Through the use of case studies, the guide outlines both the benefits and challenges of each tool and provides real businesses examples of how packaging waste has been reduced in other companies.

Positive Packaging Newsletter:

The 'Positive Packaging' newsletter will be looking at areas such as perceived over packaging, highlight case studies of companies working to prevent packaging waste providing real examples of their experiences, and will deliver up-to-date details from some of the packaging optimisation surveys that Repak has already carried out with member companies.

Irish producers such as Glanbia and Irish Distillers along with multi nationals such as Heinz contributed and provided valuable input into these latest initiatives. Repak have carried out

over 40 Packaging Optimisation Surveys, with almost half of those surveys (18) carried out this year. The need for current and up to the minute information is critical and the details from these surveys show current packaging and prevention information and trends necessary for businesses to make decisions which will help deliver the best prevention solution for them. The surveys were carried out by Repak to a full range of members from Irish producers, multi-nationals, hotels, supermarkets, major retailers and catering.

Andrew Hetherington CEO of Repak said "The packaging prevention program, now in its third year, is about effecting change at the key interface where packaging choices are being made and has shown enormous gains and positive impacts in both elimination of packaging and in delivering cost savings to participants. The program co funded by Repak, the DoEHLG and the EPA is a mixture of direct engagement and indirect tools and training."

"To date over 40 companies have directly participated with Repak two packaging technologists in delivering impacts for and beyond the Irish market as we have engaged with multinationals like Glanbia, Microsoft, Symantec, Diageo Baileys, Green Isle and Hienz as well as other local Irish companies like Evode Glenisk, Bulmers, An Post and Gypsum Industries to name a few. The packaging prevented runs to many thousands of tonnes and the savings to many millions for industry participants," added Dr. Hetherington.

Other 2009 Tools and Initiatives:

- Other initiatives from the 2009 programme include a 'Self Audit Tool' guiding members through Irish packaging legislation
- a 'Best Practice' brochure showing the packaging improvements that retailers are currently making
- a re-launched 'Prevent and Save' website www.preventandsave.ie which will act as a knowledge resource for anyone interested in packaging optimisation and packaging waste prevention.

Case Studies:

Giving evidence on how they are seeing results through Repaks Prevention Programme, Microsoft Ireland, Dave Williams and GreenIsle's Ian Leslie shared valuable proof points along with their own strategy for prevention to members with their own live prevention case studies.

Ian Leslie of GreenIsle outlined how their continuous packaging optimisation program delivered significant results over the last 10 years removing over 5,570 tonnes of excess packaging over the 10 years from 1997 -2007 and prevented approximately 3500 trailers journeys. Since then, their latest phase has prevented 850 tonnes of cardboard reaching the market per annum and prevented a further 160 trailers. This was achieved by light weighting the pizza boxes by 29% and reconfiguring trade packaging configurations to a standardised size for UK and Ireland.

Dave Willams of Microsoft reported how their involvement in 2008 with Repak prevention program won them the Repak prevention award for their Microsoft Office 2008 packaging. He also reported on how their focus on overall carbon foot print of their packaging resulted in the following reductions for their soon to be launched Windows 7: 50% reduction in carbon footprint, 56% weight reductions in packaging and 60% reduction in packaging components. This eliminated 104 trucks (or 3479 pallets) off European road deliveries. As well as preventing 107 tonnes of cardboard transit outers.

To date the Repak Recycling Prevention Programme has carried out a number of activities which are aimed at delivering preventative solutions and to help simplify the process through case study evidence which shows practical benefits in implement a prevention programme no matter the size or nature of the specific business. They deliver National seminars highlighting the 'Essential Requirements of Packaging' and showcase packaging waste prevention examples along with Regional briefings to Chambers of Commerce Ireland explaining changes to the packaging legislation.

By re launching the 'Prevent and Save' web-site www.preventandsave.ie Repak hopes businesses will see the benefits and can get hands on practical guidance from like businesses which can help in their goals of prevention and the ability to see the value and savings. The new website along with other tools and information such as the Original 2006 Best Practice brochure; the 2008 Best Practice brochure highlighting the Essential Requirements of Packaging; a Packaging Optimisation training course now delivered by the FÁS Environmental Training Unit businesses will be better equipped with information and resources than ever before to help devise and achieve a prevention programme which will suit them.

Repak will also find ways in supporting the industry through education such as the Packaging Design seminar in conjunction with Enterprise Ireland and Design Business Ireland and sponsoring Awards like the 'Best Packaging Prevention Initiative' award at the Repak Recycling Awards.

Ends

Press queries to:

Eoin Kennedy (Slattery Communications)

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 €160 million in supporting packaging recycling in Ireland.
- In total Repak have diverted over 4.4 million tonnes of used packaging from landfill since 1998.
- Repak have helped grow packaging recycling from under 15% in 1998 to nearly 65% in 2008.

About Repak's prevention program supported by the EPA

Outlined below are some the initiatives taken previously under this program.

- Provision and hiring of 2 dedicated packaging technologists at Repak
- National seminars to highlight the 'Essential Requirements of Packaging' and showcase packaging waste prevention examples
- The development and provision of Packaging Optimisation training course now delivered by the FÁS Environmental Training Unit
- Regional briefings to Chambers of Commerce Ireland explaining changes to the packaging legislation
- Launch of the 'Prevent and Save' web-site www.preventandsave.ie
- Research study by David Perchard into decision making in the Irish packaging supply chain
- Original 2006 Best Practice brochure
- 2008 Best Practice brochure highlighting the Essential Requirements of Packaging
- Sponsorship of 'Best Packaging Prevention Initiative' award at the Repak Recycling Awards
- Packaging Design seminar in conjunction with Enterprise Ireland and Design Business Ireland.