

## **Easter Mountain Can be Eased by Recycling**

- **Irish consumers munch through almost 1,000 tonnes of Chocolate at Easter.**
- **Enough Aluminium foil to make 1.3 million drinks cans**
- **Irish consumers will spend €34 million this year on 6.8 million Easter Eggs.**
- **Manufacturers have reduced packaging on Easter Eggs by an average of 25%.**
- **Repak calls on consumers to recycle all used Easter packaging from cardboard and plastic to aluminium foil wrapping**
- **Easter Egg packaging is only circa 2% of all used packaging consumed over Easter period.**

**Dublin; 10/04/09:** The festivities at Easter this year will see extra packaging generated as families celebrate with Good Friday Parties and Easter goodies given to loved ones.

It is estimated that house parties on Good Friday and celebrations over the Easter period will result in over 42 million beverage cans and 9 million bottles of wine and 35 million plastic drink bottles being consumed. This is equivalent to over of 61 million litres of alcohol and soft drinks or almost 10% of the daily water usage of Dublin City.

In chocolate terms we munch through over €34 million worth of Easter Eggs and 1,000 tonnes of chocolate. This is the equivalent of almost 5.5 billion calories that would take almost 2 million marathons to burn off.

An extra 42,000 tonnes of used packaging from cards, beverage and total packaging materials is expected over the Easter period. Easter Egg packaging alone equates to 655 tonnes of used packaging or less than 2% of all packaging consumed: Easter egg packaging equates to:

- 18,000 kilos of aluminium foil packaging waste equal to which equivalent to just over 1.3 million regular drinks cans (330ml).
- 395,000 kilos of card or paper packaging waste which is the equivalent of what 6,715 trees would produce.
- 242,000 kilos of PET plastic packaging waste or enough to make 400,000 fleece jackets.

This year much has been done to reduce the amount of packaging on items like Easter Eggs with manufacturers reducing the amount of packaging up to 25% across the board and some introducing packaging free 'eco eggs'.

Commenting Darrell Crowe, Sales and Marketing Manager said "Last year we recycled 16,500 tonnes or approximately 40%+ of all household used packaging. This year we are targeting to collect nearly 19,000 tonnes or about 12 kilos per household which is approximately 45% of all packaging. This would result in the equivalent of 23,000 tonnes of carbon saved or the same as removing 12,500 cars from the road. This year Easter Egg manufacturers Cadburys, Mars and Nestle have reduced their packaging by on average 25-30% and increased the recyclability of packaging, as well as using recycled material in their packaging, added extra information on recycling and reduced the amount of packaging used. We are now asking Irish householders to help us over the final hurdle and recycle as much of the packaging as possible through their recycling bins, bring banks and by visiting their recycling centres."

Householders can visit [www.repak.ie](http://www.repak.ie) for details of your local Recycling Centres

**Ends**

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## **Notes to editor on reduction in Packaging By Easter Egg suppliers**

### **Cadburys**

Cadburys has achieved a 25% savings on Easter Egg packaging. These reductions also mean that extra eggs can now fit onto a pallets resulting in additional transport savings for the environment. Now an extra 210 medium and 120 large eggs can be placed on a pallet. These savings equates to 730 tonnes of packaging for Ireland and the UK. Broken down by material this equates to (2009 vs 2008):

- a. Plastic Medium eggs 31% Large eggs 50%
- b. Cardboard Medium egg 26% Large eggs 29%

### **Mars**

#### **In 2008:**

- Mars moved 83% of Easter egg cartons to 100% recycled cardboard.
- No PVC has been used in its Easter egg packaging, which is not readily recyclable. Instead the company uses PET thermoforms (same as plastic bottles) which are recyclable, which means its Easter egg packaging is overall 100% recyclable.
- PET inserts further reduced thickness by 10%.

#### **In 2009:**

- Mars have reduced medium egg carton weight by 42% (vs target of 25%).
- Mars have reduced their plastic insert weight on medium eggs by 35%.
- The company has added communication on our packs about how to recycle our packs.
- Achieved a 30% increase in the amount of eggs per pallet equates to from 420 eggs to 630.

In total Mars UK and Ireland will save 79 tonnes\* of plastic and 223 tonnes\* of cardboard. Broken down this equates to

- a. Plastic: 35% on medium eggs/ 19% on small eggs
- b. Cardboard: 31% on medium eggs

### **Nestle**

#### **NESTLÉ CUTS 30% OF EASTER EGG PACKAGING**

Nestlé has removed the plastic packaging from the vast majority of its Easter egg range. The company, which sells favourite brands such as SMARTIES®, KIT KAT® and AERO®, has reduced packaging across its entire range by 30%.

All small and medium eggs, 80% of Nestlé's total range, from favourite brands such as SMARTIES®, KIT KAT®, AERO® and MILKY BAR®, will now come in a cardboard basket, which is easily recyclable. Nestlé is also providing clear recycling information on the back of the boxes to help consumers. The sweets inside SMARTIES® and MILKY BAR® small eggs have also had their plastic packaging removed and because eggs are more compact, the move will save 48,000 road miles in transporting Easter eggs

## **Repak Recycling at Easter Tips 2008**

### **Hints and Tips**

1. Cardboard - Compress/fold cardboard box 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 – We recommend you Scrunch these up, and put the foil in an aluminium can and place in dry recyclable household collection bin or bring it to your nearest recycling centre.
4. Check [www.repak.ie](http://www.repak.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 make chocolate cornflake cakes, or creating Easter bunny-shaped biscuits. If you do buy Easter eggs, get ones with minimal 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 the 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 BringBank

### **The Easter Egg tradition**

- The Easter egg tradition began with painted egg shells but the modern variety is made from chocolate and packaged in a variety of colourful packaging.
- The first chocolate eggs were made in Europe in the early 19<sup>th</sup> century (source Checkout.ie). Since then these chocolate eggs have become richer and more varied and come in ever more elaborate wrapping.
- In 2006, the world's most expensive Easter egg was created by La Maison du Chocolat in London. The Diamond Stella Egg was 60cm tall and covered with 100 half-carat diamonds. Its price tag was a mere snip at \$100,000 (source [www.bornrich.org](http://www.bornrich.org)).
- This pales in comparison with Fabergé eggs. The first Fabergé egg was created in 1884 as an Easter egg for Czar Alexander III. These elaborate eggs were made of gold and silver and decorated with diamonds, sapphires and rubies. A total of 57 were made for various czars. One of these eggs the "Winter Egg" was sold in 2002 for \$9.5 million. Another, the Coronation Egg is valued at between \$18-24 million (Source [www.artsjournal.com](http://www.artsjournal.com)).
- This price tag may prove a bit steep for most people this Easter. However, the Irish Easter egg market is worth a staggering €34 million, with over 6.8 million sold at an average price of €5 each. People are willing to spend increasingly larger sums of money on Easter eggs but it is worth bearing in mind the other costs to the environment at Easter.

### **A nation of chocoholics.**

- Ireland is a nation of chocoholics. Consumption of chocolate in Ireland is amongst the highest in the world. In Ireland we manage to munch our way through 11.2kg each of chocolate a year (Source [www.confectionarynews.com](http://www.confectionarynews.com))

### **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.
- Repak have helped grow packaging recycling from under 15% in 1998 to 64% in 2007
- 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.

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