

## REPAK EASTER CAMPAIGN

(Dublin, 14.04.06) Irish chocolate lovers will this year consume enough Easter eggs to create a monster egg over 10 times the height of Liberty Hall at 614 metres high and 425 metres wide according to research by Repak, the packaging recycling scheme. A tower of the 5.6 million Easter eggs boxes consumed this year would stretch to over 83 times higher than Mount Everest and contain enough chocolate to fill five and a half Olympic sized swimming pools. The facts were released as part of this years' Repak Easter Campaign, which is urging householders to make an extra effort to recycle the 375,000 kilos of cardboard and plastic packaging from Easter egg boxes.

With over a quarter of Irish people claiming they will have a few alcoholic drinks on Good Friday it is estimated that the resultant Easter festivities will generate over 15 million beverage cans and 1 million bottles of wine. Repak is urging all households to use their household collections, recycling centres and bring banks to recycle all of this used packaging rather than sending it to landfill.

It is estimated that if all the eggs consumed in Ireland over the coming Easter period were to be converted into chocolate liquid, weighed or measured, they would be equivalent to:

- The weight of more than 8 blue whales or 166 elephants.
- Create a path 17 times the length of a marathon. (That's a distance longer than from London to Paris and back).
- Households will generate over 35,000 tonnes of used packaging over Easter but last year only 35% of it was recycled.

According to Darrell Crowe, Marketing Manager of Repak, "Easter is a great time of celebrations and giving of gifts such as Easter eggs, but it is also a time when we generate a lot of additional used packaging. The good news is that most of

this material can be recycled. By taking a bit more time and extra effort the Easter celebrations need not mean more valuable materials ending up in landfill. Last year recycling rates over Easter increased by 30% on 2004 but currently almost 65% of the cans, bottles, plastic and cardboard is not being recycled by Irish householders. With increased recycling facilities and direct financial incentives with pay by weight there has never been a better time to recycle.”

Irish households will produce circa 35,000 tonnes of used packaging this Easter. Last year over 10,000 tonnes or a third of all used packaging was recycled during the Easter period; this was 30% up on the previous year. Due to Repak’s financial supports and campaigns such as the Repak Easter Campaign, Repak recorded an increase in household packaging recycling of nearly 59% in 2005.

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

## **Repak Recycling at Easter Tips 2006**

### **Hints and Tips**

1. Cardboard - Compress/fold cardboard and put into household dry recyclable bin or bring to your nearest recycling centre.
2. Plastics – Most Easter egg moulded plastic is PET. Look for a triangle with the number 1 in the centre of it (this is the PET symbol). This can go into most plastic bottle collection systems.
3. Foil – We recommend you scrunch up the foil and place it inside an aluminium can. You can then use your 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.

Results of Repak Easter Research

Research carried out by Repak into Easter purchasing patterns by consumers at Easter revealed that:

- 83% of all Easter eggs are bought as gifts with 17% of respondents buying Easter eggs for themselves.
- Just over half of all Easter eggs are bought for children or teenagers under 18, a third are bought for adults. According to 6 out of 10 people, chocolate quantity is the number one factor that determines their choice of Easter eggs, while 1 in 3 go for presentation.
- The element most likely to be recycled is the cardboard (7 in 10), followed by plastic (almost 1 in 2) and foil (about a quarter).
- 42% of adults believe that presentation is the main reason eggs are packaged the way they are. While almost 3 in 10 think it is either for tradition or product protection.
- About a quarter of those over 18 years of age claim that they have "a few alcoholic drinks with family and friends on Good Friday."

### **Ends**

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#### **About Repak**

Repak is a not-for-profit voluntary member's based packaging recycling 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 packaging compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's EU National Packaging Recovery

and Recycling Target of 25% of packaging waste in 2001 and also achieved and exceeded Ireland's 2005 EU packaging recovery target of 50%, having achieved a packaging recycling rate of 56% in 2004 according to the EPA 2004 database.