

Waste Reduction and Recycling Excellence Acknowledged at Top Recycling Awards

(05.10.05) Echoing the philosophy of Reduce, Reuse and Recycle 12 awards were presented by the Minister of the Environment, Dick Roche, to individuals, companies and local authorities at this years Repak Recycling Awards in the Four Seasons Hotel in Dublin. Attended by over 350 people the awards commended those who promoted excellence in recycling as part of the Repak Recycling Week which runs until Sunday 9th October. A total of over 60 nominations were received in 11 categories ranging from local authorities, waste contractors, schools, individuals and Repak member companies.

Receiving the Repak Member of the Year Award 2005 (Large Firms) Alcan Packaging was commended for its efforts which saw the company half its waste management charges by reducing the amount of plastic it sent to landfill by 694 tonnes, (a reduction of 53%) and recycling 1,144 tonnes of packaging waste. Coca-Cola Bottlers Ireland picked up the Repak Best Practice Award 2005 (Large Firms) whose efforts through its environmental team, yielded recycling rates in excess of 85% year on year and prevented 31 tonnes of cardboard waste being produced through its innovative 'Lock and Pop' project. The Repak Best Practice Award Hospitality Sector 2005 was jointly shared by the Griffin Hotel Group Ferrycarrig Hotel and the Westin Hotel, Dublin. The Ferrycarrig Hotel reduced residual waste by 50% during the year 2004 and through working with suppliers achieved a 33% reduction in packaging waste arisings while the Westin Hotel achieved a 50% increase in recycling of used packaging in 2004.

Wexford County Council was awarded the Repak Local Authority Initiative of the Year 2005 for its recycling scheme which achieved a 90% participation rate and diverted 4,000 tonnes of waste from landfill each year. The Repak Local Authority of the Year 2005 went to Cavan County Council for its commitment and investment in driving new recycling infrastructure. Cavan now has over 28 bring centre accepting glass, aluminium and plastic as well as the opening of two state of the art recycling centres. It also initiated an innovative 'adopt a road scheme' and achieved a bring centre ratio of one for every 640 households.

Newmarket Co-Operative Creameries Ltd. won this year's Repak Best Practice Award 2005 (Small – Medium Firms) for a range of waste prevention and reuse initiatives that reduced the amount of packaging being placed on the Irish market by 33 tonnes. Evode Industries Ltd. light weighted its product bags/containers and doubled its recycling rate in 2004 to pick up the Repak Member of the Year Award 2005 (Small Firms – Medium Firms).

Representing developments in recycling in the retail industry Centra, Tower Shopping Centre, Blarney saw its packaging recycling rate more than double, with over 50% of all waste generated going for recycling, through staff education and training programmes. This also resulted in a net 50% saving in waste management costs.

The Repak Young Recycler of the Year 2005 was Caoimhe Normile of Tarbert National School, Kerry for developing waste and recycling programmes in her school and community including campaigns to target litter black spots in her community and the recycling and reuse of all materials where practical in the school. She also instigated a lobbying campaign to retain the schools recycling bin for aluminium cans and continues her calls for the council to supply them with bins for plastic bottle recycling. The Edenderry Boys National School were awarded the Repak Recycling School of the Year 2005 for a range of on-going recycling initiatives undertaken which changed the schools waste management culture from disposal to recycling, resulting in up to 95% reduction in waste going for disposal.

Finally Mr. Binman was awarded the Repak Packaging Recovery Operator of the Year 2005. This is the second year in succession that Mr. Binman has won this award for its systems and procedures focused on recycling in collecting 100,000 tonnes of commercial material and servicing over 50,000 domestic customers in the midwest region.

The results were: (full details at end of release)

1. Repak Member of the Year 2005 (Large Firms)

Sponsored by Arthur Cox

Alcan Packaging Dublin

2. Repak Best Practice Award 2005 (Large Firms)

Coca-Cola Bottlers Ireland

3. Repak Best Practice Award Hospitality Sector 2005 (Joint winners)

The Griffin Group, Ferrycarrig Hotel

Westin Dublin Hotel

4. Repak Local Authority Initiative of the Year 2005

Sponsored by RPS Group

Wexford County Council

5. Repak Local Authority of the Year 2005

Sponsored by Rehab

Cavan County Council

6. Repak Best Practice Award 2005 (Small – Medium Firms)

Sponsored by the EPA

Newmarket Co-Operative Creameries Ltd.

7. Repak Member of the Year 2005 (Small – Medium Firms)

Sponsored by AIB

Evode Industries Ltd.

8. Repak Best Practice Award Retail Sector 2005

Centra, Tower Shopping Centre, Blarney, Co. Cork

9. Repak Young Recycler of the Year 2005

Caoimhe Normile

10. Repak Recycling School of the Year 2005

Edenderry Boys National School

11. Repak Packaging Recovery Operator of the Year 2005

Sponsored by Ulster Bank

Mr. Binman

Commenting on the announcement Andrew Hetherington, CEO, Repak said “Ireland can only continue to meet its recycling targets by the partnership combination of individuals, companies, local authorities and schools. By embracing the reduce, reuse and recycle philosophy these winner and finalists have all shown that by making procedural and changes in behaviour that much can be achieved. These changes cover the full life cycle of packaging waste from preventing needless packaging waste in companies through to increasing the recycling rates once it is used by consumers. The winning companies can be proud of the largely unseen work they have undertaken in minimising the amount of packaging that reaches consumers while individuals, local authorities and contractors have shown that leadership can change the dumping mentality of a lifetime. All of these partners are needed for us to enjoy the benefits of modern living whilst dealing responsibly with our waste.”

The winners in each category received an award made from recovered/recycled materials, created by Irish designer, Ronan Halpin. The judges included external industry experts such as Padraic Larkin, Director at the Environmental Protection Agency; Sean Murphy Head of Policy and Communications, Chamber of Commerce of Ireland; Tim O'Brien, Irish Times; Terence Cosgrave, Editor, Checkout Magazine; Mark Fielding Chief Executive, ISME (Irish Small and Medium Enterprises); and Andrew Hetherington, CEO, Repak. The awards were presented at a gala dinner by Dick Roche T.D., Minister for the Environment, Heritage and Local Government and were attended by over 350 delegates including Repak members, politicians, nominated local authorities and winning individuals.

Repak Recycling Week runs from Monday the 3rd until Sunday 9th October. The theme for the week is “Keep Recycling – let’s get it sorted”, and features a series of nationwide educational and promotional campaigns.

To assist and help consumers to get into the recycling habit Repak, in conjunction with local authorities, have listed full details of bring bank locations nationwide on the Repak website www.repak.ie. This information is available through the local number 1850 909999 operated between 9am and 5pm Monday to Friday.

Full Details on Awards Winners

1. Repak Member of the Year 2005 (Large Firms) - Alcan Packaging Dublin

Alcan Packaging Dublin, manufacturers of flexible food packaging for the food industry, has been a committed member of Repak since 1997. The company has invested time and resources to develop a comprehensive data capture system to capture their packaging data. They have continually met the stretch targets set in their annual waste management plans, Alcan’s commitment to preventing packaging waste arising and to recycle the waste that does arise is exemplary.

In 2004 the company halved its 2003 waste management charges, more remarkably it is estimated that if the waste management plan had not been implemented the charges for 2004 would have been four times greater this was a quarter of the potential cost had they not implemented their waste management strategy. This was achieved by reducing the amount of plastic it sent to landfill by 694 tonnes, (a reduction of 53%). Overall they recycled 1,144 tonnes of packing waste in 2004.

In addition to running an environmental awareness project in partnership with local schools, the recycling committee holds work shops and run environmental quizzes. A comprehensive waste management plan was set in place in 2002 with 2004 showing the most significant results to date. The cost of waste management was halved in 2004.

2. Repak Best Practice Award 2005 (Large Firms) - Coca-Cola Bottlers Ireland

Coca-Cola Bottlers Ireland has been an exemplary member of Repak since 1997. Data submission and payment on time, as well as partaking in all Repak events are examples of Coca-Cola’s commitment to Repak.

The Environmental team continually examine all areas of packaging waste management to see where improvements can be made in their already excellent

approach that yields recycling rates in excess of 85% year on year. A number of initiatives in 2004 resulted in the prevention of packaging waste arising both on site and at customer's premises through prevention and minimisation and the introduction of reuse loops particularly the introduction of the innovative 'Lock and Pop' project to remove layer pads for pallets. In addition CCBI improved the handling of returnable glass bottles on the glass line resulting in a saving of 178.78 tonnes of waste glass and prevented a further 31 tonnes of cardboard by removing layer pads from transit pallets. Repak are delighted to reward such innovation and commitment.

3. Repak Best Practice Award Hospitality Sector 2005 (Joint winners) - The Griffin Group, Ferrycarrig Hotel & Westin Hotel, Dublin

The Griffin Group, Ferrycarrig Hotel

The Griffin Group Ferrycarrig Hotel is a 102 room 4 star hotel employing 160. The hotel has been recognised as a core hotel in the Green Failte awards in addition to a white flag for their leisure centre. The Ferrycarrig is used as a model for best practice in the hospitality industry by Wexford Co. Council. The dedicated waste manager/recycling co-ordinator is fully committed to examining all waste arisings to continually improve on preventing and recycling waste arisings with particular focus on packaging waste. The residual waste has been reduced by 50% during the year 2004 and through working with suppliers there has been a 33% reduction in packaging waste arisings.

Westin Hotel, Dublin

The 163 room 5* Westin Dublin Hotel is a landmark in Ireland's capital. Since opening in 2001 the core hotel in the Green Failte awards has been proactive and innovative in best practice in relation to packaging and packaging waste management. An enthusiastic approach to waste management, spearheaded by the Conference and Banqueting Operations Manager has resulted an almost 50% increase in recycling of packaging waste in 2004. The Prevention and minimization of packaging waste are paramount to the waste management programme with all areas of the hotels operations being examined. Finalists in last years awards the Westin Dublin Hotel are deserving winners of the joint award of Best Practice Hospitality 2005.

4. Repak Local Authority Initiative of the Year 2005 - Wexford County Council

Wexford County Council has been awarded the Repak Local Authority Initiative of the Year 2005 for their roll out of kerbside collection to some 19,000 customers in the county. The continuous market research programme carried out by Wexford County Council ensures and facilitates the schemes development and tracks its effectiveness. The scheme is supported with an innovative education and awareness programme. As a result Wexford County Council have achieved over a 90% participation rate in the scheme, diverting some 4,000

tonnes of waste from landfill each year. In 2004 the council invested almost €1 million in the scheme, which continues to grow and grow.

5. Repak Local Authority of the Year 2005 - Cavan County Council

Cavan County Council has been awarded Repak Local Authority of the Year 2005 after many years as finalist in this category. In 2004 Cavan County Council increased its recycling infrastructure with an investment of over €900,000. Dispersed across the county are 28 bring centres all of which accept glass, aluminium cans and plastic bottles. This accounts for one bring centre for every 640 households. In 2004 Cavan opened a new recycling centre in Bailieborough; the county now has two state of the art recycling centres with a third recycling centre granted planning. Cavan County Council has developed an ongoing and successful enforcement regime. Cavan County Council has many anti-litter initiatives involving both private industry and the public, including the innovative 'adopt a road scheme'. Cavan Town was awarded National Winner in the Irish Business Against litter (IBAL) in both 2003 and 2004.

6. Repak Best Practice Award 2005 (Small – Medium Firms) - Newmarket Co-Operative Creameries Ltd.

Newmarket Co-op, located in north county Cork and employing 60 people, won this year's Repak Best Practice Award 2005 (Small – Medium Firms). In 2004 they launched a range of waste prevention and reuse initiatives that both reduced the amount of packaging been placed on the Irish market and by reducing their backdoor packaging waste. These initiatives included the removal of cardboard outer packaging from 20kg cheese blocks supplied to processors (33 tonnes saving), the switching to IBCs for acceptance of raw materials, the onward reuse of pallets, as well as the provision of used cardboard boxes to a neighbouring firm for reuse. In terms of recycling, cardboard, plastic, glass and aluminium are segregated and sent for recycling.

7. Repak Member of the Year 2005 (Small – Medium Firms) - Evode Industries Ltd.

Evode Industries Ltd., which is involved in the manufacture and supply of adhesives and sealants and is part of the TotalFinaElf multinational, won this year's Repak Member of the Year 2005 (Small – Medium Firms). They submitted comprehensive Annual Plans, which clearly outlined waste management policy, for both 2004 and 2005. In addition, Evode Industries has in place a robust and user friendly packaging data capture system, which allows for the accurate and timely submission of packaging data returns to Repak. In terms of waste management, product bags and containers have been light weighted; deliveries of raw materials are increasingly being received in IBCs bulk containers, while recycling doubled in 2004. Evode Industries also applies the Green Dot to all products manufactured at its plant.

8. Repak Best Practice Award Retail Sector 2005 - Centra, Tower Shopping Centre, Blarney, Co. Cork

Centra, Tower Shopping Centre, Blarney, which is owned by Paddy O'Leary opened in 2003, is the 2005 winner of the Repak Best Practice Award Retail Sector 2005. O'Leary's Centra has an excellent waste management structure in place, which is spearheaded by their Waste Co-Coordinator, George Lehane. There is on-going waste awareness training for staff, monthly progress meetings and informative notice boards. In 2004 they decided to encourage suppliers to deliver in reusable packaging, thereby greatly reducing their backdoor waste. In the same year their packaging recycling rate more than doubled, with over 50% of all waste generated going for recycling. This progressive and responsible approach to waste management also resulted in a 50% saving in waste management costs.

9. Repak Young Recycler of the Year 2005 – Caoimhe Normile

The objective of the award is to acknowledge and reward the efforts of young people in terms of packaging recycling and recycling in general. Based on her nomination and application by her teacher this year's winner of the award is a Caoimhe Normile of Tarbert National School.

Caoimhe demonstrates a number of personal skills such as energy, influence, leadership and commitment in the projects she has been involved in. These qualities are exhibited in Caoimhe undertaking her own research on recycling topics and informing others of her findings, participating in poster campaign to raise awareness of recycling.

A fine example of which was her poster to motivate and drive her class mates and school to obtain their green flag this year. Her poster displayed the statement boldly that "If you want to brag, help get the green flag" with practical messages on how to do so using "Reduce, Re-use and Recycle" options of waste management.

Further examples are her involvement in clean up campaigns to target litter black spots in her community, the recycling and reuse of all materials where practical in the school. Participating in the campaign to retain the school's recycling bin for Aluminium cans. This involved the writing to the Kerry County Council the providers of the service, local councillors and the press. The campaign resulted in a news article in the local newspaper highlighting their success in overturning the Council's initial decision and continuing their call for the council to supply them with bins for plastic bottle recycling.

10. Repak Recycling School of the Year 2005 - Edenderry Boys National School

Edenderry Boys National School consists of 193 pupils located in a provincial market town in the Midlands. The schools application was supported by their “green flag programme” report and detailed video footage of their activities and the involvement of the school and community as a whole.

Overall the information in their application was of a very high standard that resulted in obtaining a very high score in each category of the scoring.

Their Green School Program resulted in the school significantly changing the schools waste management culture from purely disposal to achieving up to a 95% reduction in waste going to landfill.

11. Repak Packaging Recovery Operator of the Year 2005 – Mr. Binman

This is the second year in succession that Mr. Binman has won this award. Mr. Binman is a family run business based in Luddenmore Co Limerick managed by Mr Martin Sheehan senior and junior. The company, which was established in 1993, employs almost 200 staff and has a turnover of over €30 million. Mr. Binman’s facility has a capacity for 100,000 tonnes of commercial material and also services 50,000 domestic customers in the midwest region. As well as a Material Recovery Facility the company also operates a Glass Processing Plant and services many bring banks on behalf of the local authorities in the midwest. Good quality documentation, clear audit trails and well prepared claims combined with a good business plan have helped Mr. Binman win this award again.

About Repak

Repak is a not-for-profit members based packaging compliance scheme, currently Ireland’s only producer responsibility scheme, which was established under a voluntary agreement between industry and the Department of the Environment and Local Government in 1997.

It was created 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, as set by the EU directive.

Repak also runs a variety of educational initiatives such as the Repak National Recycling Week in October, the Repak Green Christmas and the Repak Members’ Conference. It is also a sponsor of An Taisce’s National Spring Clean campaign, the Tidy Towns Competition and the schools based Repak Cash for Cans programme.

Repak membership fees are used to subsidise the collection of used packaging in Ireland through the network of 2,000 bring banks, over 50 recycling centres

and household kerbside collection schemes which reach in excess of one in four (over 350,000) Irish households. Since its establishment Repak members have invested over €73 million in subsidising recycling activities in Ireland and last year recycled 47% of all packaging placed on the Irish market.

For further information please contact:

Eoin Kennedy

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 8339540

E: ekennedy@slatterycommunications.ie