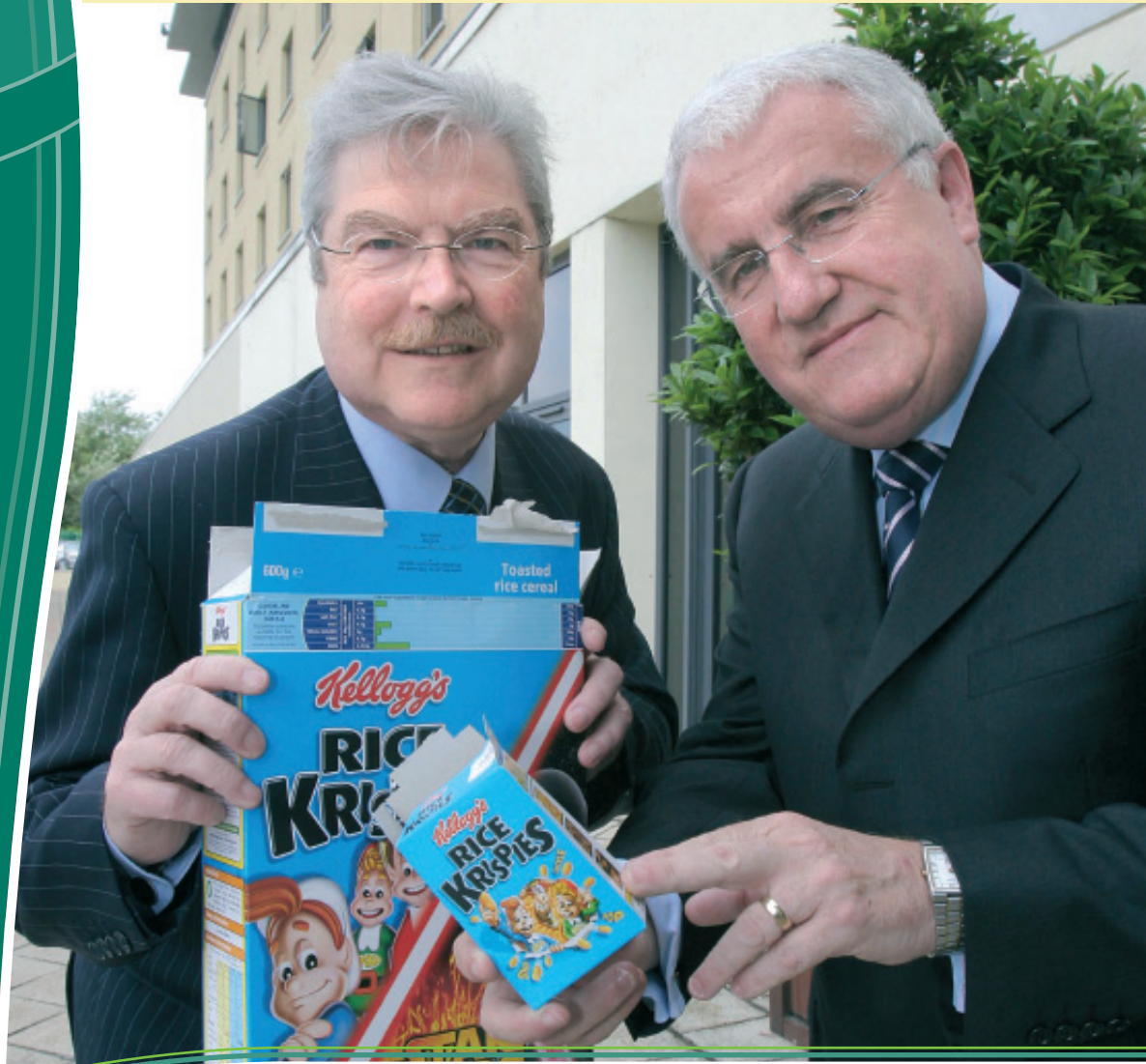


Repak Members Conference 2005

Andrew Hetherington, CEO, Repak and Dick Roche, T.D., Minister for the Environment, Heritage and Local Government



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2005 - a significant landmark year for Repak



Andrew Hetherington
CEO, REPAK

From its formation in 1997 to this day, Repak has been a forward focused, target driven organisation. Repak's first big landmark was in 2001 when Ireland was required to recycle 25% of all packaging placed on the market. That landmark was reached with a 27% recycling rate, amounting to 242,000 tonnes, being recorded for the year.

No sooner had the reality of this fine achievement sunk in, than we were immediately faced with the prospect of stepping up several gears to the next landmark target: 50% of all packaging by the end of 2005 to include a minimum of 15% of each material type. In volume terms the 2005 target equates to 535,000 tonnes (based on the latest EPA data) and represents an almost unbelievable increase of 121%, or more than 30% per annum, for each of the intervening four years from 2001 to 2005. "Can it be done?" was the inevitable rhetorical question on everyone's lips – and in truth, there were many at that time who saw this as an impossible task. Repak's reaction was to convene the first National Strategy Group on Packaging to develop a five year strategy. This group was representative of all Repak's major stakeholders and was tasked with the objective of building an action consensus to ensure effective and steady progression towards achieving the 2005 target.

With the end of 2005 in sight, it is now clear that Ireland's 2005 landmark recycling target of 50% will be achieved. This is a tremendous achievement for Irish Industry who through their financial support for Repak have quietly and with great determination succeeded in doing the almost impossible – recycling 50% of its packaging waste. This is a cause for real celebration by Irish Industry who should be justifiably proud of their magnificent achievement in the area of recycling.

Your continued support has been instrumental in ensuring that Ireland meets its targets – many thanks and warmest congratulations on a wonderful achievement in breaking the 50% target barrier in 2005.

WEEE Compliance – the Repak viewpoint

2005 is also the year when the EU Directive on WEEE (Waste Electrical and Electronic Equipment) – 2002/96/EC – was transposed into Irish law and regulations were published for its implementation under S.I. No. 340 of 2005. Repak has made its interest in WEEE known for some time, particularly from the perspective of its existing retail membership base, many of whom count WEEE obligated products amongst their product offerings and who have looked to Repak for guidance in the matter. From a purely commercial standpoint, any involvement in a WEEE scheme would help widen Repak's range of services to its members. In this context, many Repak members are asking why Irish Industry should have to pay the overheads of two compliance schemes – not an unreasonable question in the circumstances!

Repak as a member of Pro-Europe, the pan-European packaging consortium of 25 national compliance schemes who operate Green Dot schemes in their respective countries, is aware that up to 20 of these schemes have been licensed by their national governments to offer WEEE compliance to their members. It would appear to be

a logical progression for Repak to extend a similar facility to its members in Ireland and it would make sound financial sense for our WEEE obligated members. At time of writing, Repak is exploring various avenues with a view to evaluating the possibility of adding WEEE compliance to its list of membership services.

Andrew Hetherington

2004 Repak Results Highlights

Repak stakeholders have all recently received a copy of Repak's 2004 Results Highlights brochure.

The brochure which is also available to download at <http://www.repak.ie/reports.html> gives updates on the following topics:

- Membership Recruitment: 1998 - 2004
- Tonnes Recovered/Recycled
- Material Recovered/Recycled 2004
- Material Recovery Rates 2004
- Operating Surplus/Deficit by Year
- Operating Expenditure 2004
- Direct Recycling Expenditure
- Total Expenditure Split
- Communication/Educational Activities 2004



Repak Members' Conference 2005

Under the theme 'Prevention and Minimisation', this year's members' conference, chaired by RTE's Miriam O'Callaghan, was held on 30 June 2005 in the Great Southern Hotel, Dublin Airport. The conference aimed to encourage member companies to look at ways to minimise the amount of packaging generated during the course of their business.

The Minister of the Environment, Dick Roche T.D., delivered the keynote address to the 120 delegates who attended and saw first hand experience of exemplar Repak members demonstrating the initiatives and the cost benefits of prevention and minimisation. C&C (Ireland) and Diageo Baileys Global Supply showed what can be achieved in the areas of preventing, minimising and re-using their packaging. These presentations helped to spark off interesting ideas and concepts for the attendees.

Helmut Schmitz from Pro-Europe identified some of the key drivers in these areas and many of the relevant points raised will be key for the future. Dara Lynott from the Office of Environmental Enforcement gave a detailed account of their role in ensuring environmental legislation is enforced and their work in particular on the packaging regulations. Finally, Matt Twomey from Dublin City Council outlined their studies and plans for plastic bottle collection within the four Dublin local authorities.

All of the presentations are available on www.repak.ie



Repak Service Providers' Conference 2005

The inaugural Repak Service Providers' Conference took place in the Tullamore Court Hotel on Wednesday, 25th May 2005. The conference addressed both commercial and local authority recovery operators who provide services for the collection and recycling of used packaging. The theme of the conference was "Recycling – Realities and Opportunities" and it was attended by over 40 recovery operators and 19 representatives from the local authority sector.

Speakers on the day included Batt O' Keeffe, Minister of State, DoEHLG; Andrew Hetherington, CEO Repak; Bill Dolan, Collections Services Manager, Repak; Tony O'Sullivan, Programme Manager, Repak; Suzanne Dempsey, Environment Officer, Mr. Binman; Valerie Doyle, Senior Inspector, Office of Environmental Enforcement, EPA; and Andrew Simmons, CEO, RECOUP. The presentations delivered covered various aspects of the conference theme in relation to Repak service provision. All the presentations are available to download in the RPS section of the Repak website www.repak.ie, under Recycling Services/Conference Presentations.



Batt O'Keeffe, Minister of State, DoEHLG and Andrew Hetherington, CEO Repak at the Repak Service Providers' Conference, Tullamore Court Hotel.

Repak Recycling Awards 2005

The annual Repak Recycling Awards Dinner will take place in the Four Seasons Hotel on Wednesday 5th October.



The event will provide Repak with an opportunity to thank and award members and stakeholders who have made substantial efforts and achievements in the area of packaging recycling in the last 12 months and also to celebrate reaching our EU target of 50% recovery and recycling of used packaging this year.

The objective of the Repak Recycling Awards is to promote and encourage good recycling practice amongst industry, local authorities, waste contractors and our youth.

Awards will be presented by Dick Roche T.D., Minister for Environment, Heritage and Local Government to members and stakeholders in the following categories:

- **Repak Member of the Year 2005 : Large Firms**
Sponsored by Arthur Cox
- **Repak Member of the Year 2005 : Small – Medium Firms**
Sponsored by AIB
- **Repak Best Practice Award 2005 : Large Firms**
- **Repak Best Practice Award 2005 : Small – Medium Firms**
Sponsored by the EPA
- **Repak Best Practice Award 2005 : Hospitality Sector**
- **Repak Best Practice Award 2005 : Small Retailers**
- **Repak Local Authority Initiative of the Year 2005**
Sponsored by RPS Group
- **Repak Local Authority of the Year 2005**
Sponsored by Rehab
- **Repak Packaging Recovery Operator of the Year 2005**
Sponsored by Ulster Bank
- **Repak Young Recycler of the Year 2005**
- **Repak Recycling School of the Year 2005**
- **Repak Partnership Award 2005**

Applications for the above awards are currently being reviewed and will be officially judged by a panel of independent adjudicators in September.

Repak Recycling Week 2005



Repak Recycling Week offers consumers and industry alike the opportunity to stop and think about how they deal with their used packaging and start the recycling habit. The theme for this year is "Keep Recycling – Let's get it sorted".

In 2004 over 7,300 tonnes of used household packaging was recycled throughout the month of October; it is hoped to substantially increase this figure this year via the planned activities below:

- Member activities nationwide including distributing posters and point of sale material, competitions and information displays via retail members.
- Special local authority initiatives such as information days and distributing free reusable recycling bags to members of the public who recycle during Repak Recycling Week.
- Sending out special Repak Recycling Week activity packs to primary schools nationwide.
- Extensive PR, radio and TV campaign focusing on driving awareness of the successes of packaging recycling initiatives in Ireland to date and the need to do more.

Repak Collections & Sales Update

REPAK TARGETS

As at the end of June we have funded the recycling of circa 268,000 tonnes of used packaging. We are confident that we shall meet Ireland's 2005 EU target of 50% recovery which equals an estimated 535,000 tonnes.

New membership income is in line with budget expectations. To date we have issued membership invoices to 146 new members.

Based on the latest report by the Office of Environmental Enforcement we estimate that there are 142 premises (representing 79 companies) registered as self-compliers with local authorities. A number of previously registered self-compliers are currently in the process of joining Repak.

Best Practice - Prevention and Minimisation

The focus of best practice for Repak and its members in 2005 is prevention and minimisation – it was the theme of our members' conference and we plan to publish a brochure highlighting the achievements of our members later this year, supported by a series of workshops.

Since March 2003, it has been a legal requirement for all producers to segregate and recycle "specific" packaging material. Inevitably best practice dictates that producers move up the waste management hierarchy to reuse and prevention and minimisation. Repak is committed to promoting the success of members in preventing and minimising the amount of used packaging generated by them both applied to their products and at their back doors. The applications for the Repak best practice awards are currently being reviewed with particular emphasis on prevention and minimisation in all categories.

Following the awards presentation at the Repak Gala Dinner on Wednesday, October 5th in the Four Seasons Hotel, Ballsbridge it is proposed to publish a brochure featuring the strides made by Repak members to reduce and/or remove the packaging applied to their products, while at the same time maintaining product integrity necessary for effective packaging. The brochure will contain case studies detailing the specific measures undertaken by Repak members and the tonnes of packaging removed from the waste stream. In addition the benefits to the companies and the cost savings will be outlined. It is foreseen that the brochure will provide "food for thought" for members.

A series of best practice seminars will be conducted in late November to promote the brochure and to highlight the successes of the finalists in our members best practice awards in 2005 and previous years. These workshops will provide accounts of the experiences of individual members including the benefits of prevention and minimisation as well as any potential pit-falls or obstacles. Further details of the brochure and the seminars will be sent to all members in late autumn.

Pictured at Repak's 9th Annual Member's Conference "Prevention and Minimisation" were Andrew Hetherington, CEO, Repak and Chris Byrne, Engineering and Maintenance Manager, Diageo Baileys Global Supply.



Update on National Strategy Group on Packaging Waste Recycling (NSGPWR)

The main item on the agenda of the NSGPWR continues to be the review of the Packaging Regulations. This process began last October and it had been expected that the review would be complete by now. However, progress has been slow, mainly due to the divergent views as to how best to move forward on some of the key issues. While the initial timeframe may have slipped, it is felt that in the long run it is best to allow sufficient time for a complete and thorough debate and review. The key objective in reviewing the regulations has not changed, that is; to ensure that there is a "level playing field" for all obligated companies. Essentially this means that self-compliers should not have a competitive advantage over Repak members, specifically with regard to the cost of discharging their obligations under the packaging regulations. Currently, the key outstanding issues still under discussion are:

- **Regulation of 'Purchasing' of Packaging Waste:** Repak has been lobbying for the establishment of a registration body (similar to the recently established WEEE Register) for the regulation/monitoring of packaging waste.
- **Restriction of 'Purchase' to Household Packaging Waste:** The Repak position is that the 'purchase' of packaging waste, by self-compliers, for the purposes of meeting the 50% recovery obligation should be restricted to household packaging waste only. With recycling targets increasing in the future, it is felt that this measure is necessary for Ireland to achieve its ambitious targets.
- **Self-compliance Registration Fees:** Repak is of the view that the €15,000 per annum cap on self-compliers registration fees should be removed on the basis that no cap is applied on Repak membership fees.
- **The 'De Minimis' Threshold:** In the interests of fairness and shared responsibility Repak proposed that the 'major producer' thresholds (25 tonnes packaging placed on the market/€1m turnover) be removed, thereby ensuring that all packaging producers be obliged under the regulations to self-comply or join Repak. In this regard, Repak has just received an independent report from Fitzpatrick Associates, Economic Consultants, who strongly recommend that the volume threshold be removed. This report has been presented to the DoEHLG for consideration.

In the continuing negotiations Repak will continue to strongly represent the views and interests of its members. However as with all negotiations, it is about finding the right solutions for both sides. Inevitably there will have to be compromise, but Repak is determined that the outcome of this process is one which ensures that all obligated parties are contributing fairly and equitably to the future achievement of Ireland's recovery targets.

Plastic Bottle Collection Plans



Repak are at an advanced stage of discussions with the four Dublin local authorities regarding the launch of a used plastic bottle collection and recycling initiative. It is hoped that this will be rolled out to householders in early 2006.

Repak currently funds a number of successful regional plastic bottle recycling schemes. Working in partnership with local authorities and private recovery operators in Cork, Galway, Limerick and Waterford, Repak funded the collection and recycling of nearly 4,900 tonnes or circa 110 million bottles in 2004.

Dublin Waste Management Plan 2005-2010

The above plan in draft format was published for stakeholder and public consultation in late April. The closing date for comments was the 30th June.

The plan is the second five year phase of the Dublin region 20 year strategy to achieve the following ambitious targets employing integrated waste management objectives:

- **Recycling 59%**
- **Waste to Energy 25%**
- **Disposal (Landfill) 16%**

It is acknowledged as waste arisings in the region continue to grow, so too does the cost of managing it.

The plan contained a revolutionary and aspirational element that specifically addresses Repak's financial contribution as a representative of the packaging industry. It is proposed that full cost recovery (e.g. management, logistical systems, fleet costs, manpower, awareness, customer billing, collection, material recovery facility operation and ultimate recycling etc.) is achieved for all used packaging arising in the Dublin region. This new idea was introduced into the public domain without any prior consultation and was not substantiated with any data or rationale in the plan. Repak has responded with a detailed written reply.

The regulations governing the Waste Electrical and Electronic Equipment (WEEE – Statutory Instrument 340 of 2005) were introduced by the Minister of the Environment on 5th July and are effective from 13th August 2005.

The legislation is constructed much differently from the packaging regulations but has its origins from an EU Directive, similar to the packaging regulations.

The WEEE regulations have various degrees of obligations that are spread throughout the supply chain from manufacturer/brand-owner/importer through to the retailer and some of these are listed below.

If you are a producer (manufacturer/importer/brand-owner), you must:

- Have registered with the WEEE Registration Body by 20th July 2005 and pay the appropriate registration fee. If you have not done this by now, you should contact the registration body without delay.
- Achieve specified recovery rates depending upon the category and type of the WEEE arising.
- Finance the take back of WEEE from private households/consumers.
- Finance the take back of WEEE from users other than private households/consumers, which is not being replaced by the producer.
- Maintain and keep records of all treatment and recovery data, including specific weights in and out of treatment facilities, for a period of at least 6 years.
- Prepare a WEEE waste management plan and provide it to the relevant authority, at least once every three years.
- Collect or provide for collection your proportion of WEEE arising from WEEE placed onto the market prior to 13th August 2005, which is dependent on your current market share. The market share target is provided by the WEEE Register.

- Collect or provide for collection all WEEE arising from private households from EEE (electrical and electronic equipment) placed onto the market post 13th August 2005.
- Finance the environmentally sound management of that WEEE arising.

Producers are also obligated to mark their product with a wheeled bin symbol identifying that the producer of the EEE has registered with the registration body in accordance with their terms and conditions.

Joining a compliance scheme will absolve the producer of some of the stipulations above and details of the compliance schemes can be found on www.repak.ie/weee.html

If you are a retailer of WEEE, you are prohibited from selling goods sourced from a producer who:

- Is not in possession of a valid certificate of registration from the registration body, or
- Does not display the registration number on any invoice, credit note, dispatch or delivery docket. The registration number is provided by the WEEE register unless you agree to take on these responsibilities yourself.

Retailers, when supplying a new product, must accept back waste electrical and electronic equipment from private households at least free of charge on a one-for-one basis (as long as the waste electrical and electronic equipment is of equivalent type or has fulfilled the same function as the supplied equipment).

In effect it is a like-for-like arrangement with the consumer. The retailer then must make provision for storing the WEEE and transporting it to the nearest civic amenity site and bear any costs during this process. If you have registered with your local authority, you are permitted to take the WEEE to the civic amenity site free of charge. You will not be required to hold a waste permit license to transport the waste

under certain conditions and these can be outlined by your local authority.

Retailers, must accept back WEEE when they have supplied electrical and electronic equipment to a household when EEE is delivered to the purchaser or even when EEE has not been delivered, to the purchaser.

There are certain conditions attached so please refer to the WEEE Regulations 2005 for further clarity.

To offset the take-back obligations, retailers can make alternative arrangements with the permission of their local authority to arrange for the consumer to bring the product direct to the civic amenity site subject to certain conditions.

Please note that if you are a retailer of electrical and electronic equipment, you do not have to register with the registration body but you are encouraged to register with your local authority (€20) and avail of the free drop off (by appointment) of the one-for-one WEEE taken back in your store at the local civic amenity site.

If you are a consumer, you will be able to return your old WEEE to the retailer once you are purchasing new EEE on a like-for-like basis. Also, from 13th August, you will be able to return your WEEE to the civic amenity site free of charge.

If you are getting new product delivered that is replacing old product, the retailer must take back your old product once you have it available to him/her for collection (i.e. disconnected from its power source, water supply etc.) and it is in reasonably clean condition.

Further details and links on the WEEE legislation are available on www.repak.ie/weee.html

Repak is presently not offering any compliance in this arena but two compliance schemes can be contacted via www.wееeireland.ie and www.erp-recycling.org

New Repak Website

The Repak website www.repak.ie has undergone a major redevelopment in the last number of months. The Dublin based design company NestDesign have been working on the site with Repak's IT department and a core team of Repak staff.

With increased search facilities including a key word search, the functionality of the site has significantly improved making it substantially easier to navigate and more user friendly for all Repak stakeholders.

An on-line statistics submission section is currently being tested and will be available for members use by the next statistics submission deadline.

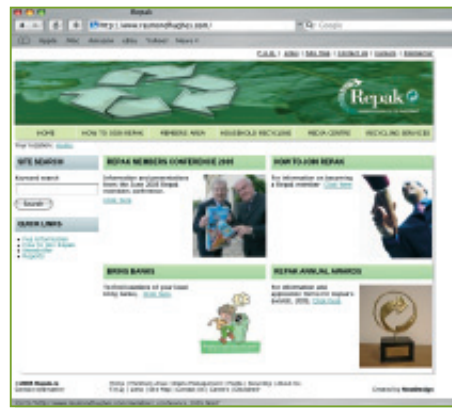
The website is now clearly divided into five distinct sections for the various Repak stakeholders:

How to join Repak

This section provides details on fees, licencing agreements and if your company is obligated.

Members Area

The member's area of the website contains dedicated sections on submitting your packaging data, best practice advice in relation to handling packaging waste, advice on national and European legislation and updates on member events throughout the year.



Household Recycling

This section gives details on various Repak campaigns, how to find your local bring bank/recycling centre and how to set up a recycling system in your home.

Media Centre

This area provides members of the press and public with access to all press releases, annual results flyers, member lists, etc.

Recycling Services

Local authorities and recovery operators can access information on claims, recovery targets, conferences and legislation in this section.



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