

14 May 2010

PETCO ONBOARD THE NEW INTERNATIONAL 'RECYCLE ON THE GO' PLATFORM

PETCO is amongst key stakeholders who have been invited to become founding members of a new international "Recycle on the Go" platform by initiator, Recoup in the UK. This is intended to be a multi material partnership opportunity, initially focusing on key recyclables such as paper, cans, plastics and glass. It is also intended to capture a global audience so information and learning can be included and shared from across the world.

The launch follows a highly successful Recycle on the Go event in the UK, from which it was clear that it would be beneficial to provide an international forum and resource base for Recycling on the Go. The January event organised by Recycling Waste World Conferences and sponsored by Egbert H Taylor and Co. Ltd, aimed to maximise efficient plastics recycling, increase recycling points in public space areas and volumes of material collected whilst driving towards a change in current recycling behaviour.

The day enabled those thinking about implementing a 'Recycle on the Go' scheme to get all the information they require to assess the 'on the go' opportunity and deliver a successful scheme. A number of schemes exist in the UK including Coca-Cola's Recycle Zone and Tesco onsite reverse vending. Recycle on the Go provides 'out of home' recycling opportunities, maximising materials collected and diverted from landfill.

The event provided in depth industry knowledge and practical experience from a wide range of speakers already involved in Recycling on the Go projects including DEFRA, material organisations, site owners, Recoup, Tesco, CCE Ltd and GlaxoSmithKline.

Working in partnership with a number of organisations Recoup has been involved in various recycle on the go activities since 2002 through specific projects, conferences and general advice. Recoup now feels that there is a need for a focal point to share learning, provide access to various projects and bring together key stakeholders.

There needs to be a consistent recycling message to encourage people to recycle when they are out and about. One way to do this is to have a recognisable and consistent approach, including branding, that will make it as easy as possible for consumers to recycle their waste with increasing national recycling targets, and probable large increases in packaging recycling targets to 2020. There is now more attention being paid to the recyclable waste thrown away while people are out and about.

On behalf of the Recycle on the Go Platform, Michele Matthews, corporate development manager at Recoup, commented: “Valuable and exciting **Recycle on the Go** initiatives are taking place across the globe. By sharing information and experiences we can work together to move forward this key opportunity, to maximise the capture of materials in public space areas and increase the recovery and recycling of these valuable resources.”

Organisations already pledging their support to the international Recycle on the Go platform include:

- AWS Eco Plastics Ltd
- CCE Ltd
- Egbert H. Taylor & Co. Ltd
- GlaxoSmithKline
- Nestle Waters
- NEWS
- Recoup (RECYcling Of Used Plastics Ltd
- Tesco
- International
- EPRO (European Association of Plastics Recycling and Recovery Organisations)
- PETCO (PET Recycling Company (Pty) Ltd, South Africa
- PRS PET-Recycling Schweiz

You can keep track of the platform’s progress and the latest members at:
www.recycleonthego.info.

If you would like to find out more about being part of the Recycle on the Go platform please email us at: getinvolved@recycleonthego.info

Notes:

- Recoup stands for RECYcling of Used Plastics.
- Recoup was founded in 1990.
- Recoup is a UK leading authority on plastics packaging recycling, providing expertise and guidance to a wide range of clients across the plastics supply, use and disposal chain.
- Recoup is built on a network of members and associated organisations across all sectors involved in plastics manufacture, use, disposal and recycle
- The Peterborough-based Company has charity status and its patron is Dr David Bellamy OBE.
- Recoup works with many other leading international plastics recycling organisations to ensure that it stimulates the implementation of latest best practices and developments world-wide.
- Much of the work that Recoup undertakes is achieved by the support of its members.

PETCO gives you 10 good reasons to recycle your PET plastic

- 1) Plastic bottles are valuable and create income opportunities on the collection side.
- 2) Increasing plastic bottle recycling leads to job creation in the waste management, product development, manufacturing and marketing sectors.
- 3) Local authorities will be obliged to increase recovery, recycling and composting of household waste to reach mandatory Government targets.
- 4) Recycling reduces landfill requirements, thus increasing the life of landfill sites and cutting disposal costs. Landfill costs are set to rapidly increase over coming years.
- 5) Recycling demand for plastic bottles outstripped supply for many years and South African recyclers have the capacity for an increased number of bottles for reprocessing.
- 6) Plastic bottle recycling provides a valuable public service. The public want to recycle plastics and there is high demand for this service.
- 7) Plastics are the material of choice for many manufacturers and will form an increasing proportion of household waste in the future. Research conducted by the UK based recycling organization Recoup, has shown that if plastics were no longer used in packaging the weight of packaging materials would rise by 300%, the volume of rubbish would expand by 150% and the energy consumed by the packaging industry would increase by 100%.
- 8) Approximately 12% of household waste is packaging waste. Estimates are that some 3% of this, by weight, is plastic bottles (approx 98,000 tons/year in SA). They are easy for the public to identify and remove from the residual waste stream.
- 9) Plastic bottles are widely used, abundant and very visual. There is the potential to remove a significant amount of volume from the waste stream.
- 10) Recycling 1 ton of plastic bottles saves 1.5 ton of carbon. Recycling plastic bottles decreases the need for raw materials and saves energy.

Ends

Released By: Lynn Du Plessis

Public Relations - PETCO

021 788 9954 / 082 749 6132

For: PET Recycling Company (Pty) Ltd

Spokesperson: Cheri Scholtz

021 788 9954 / 082 939 2919