

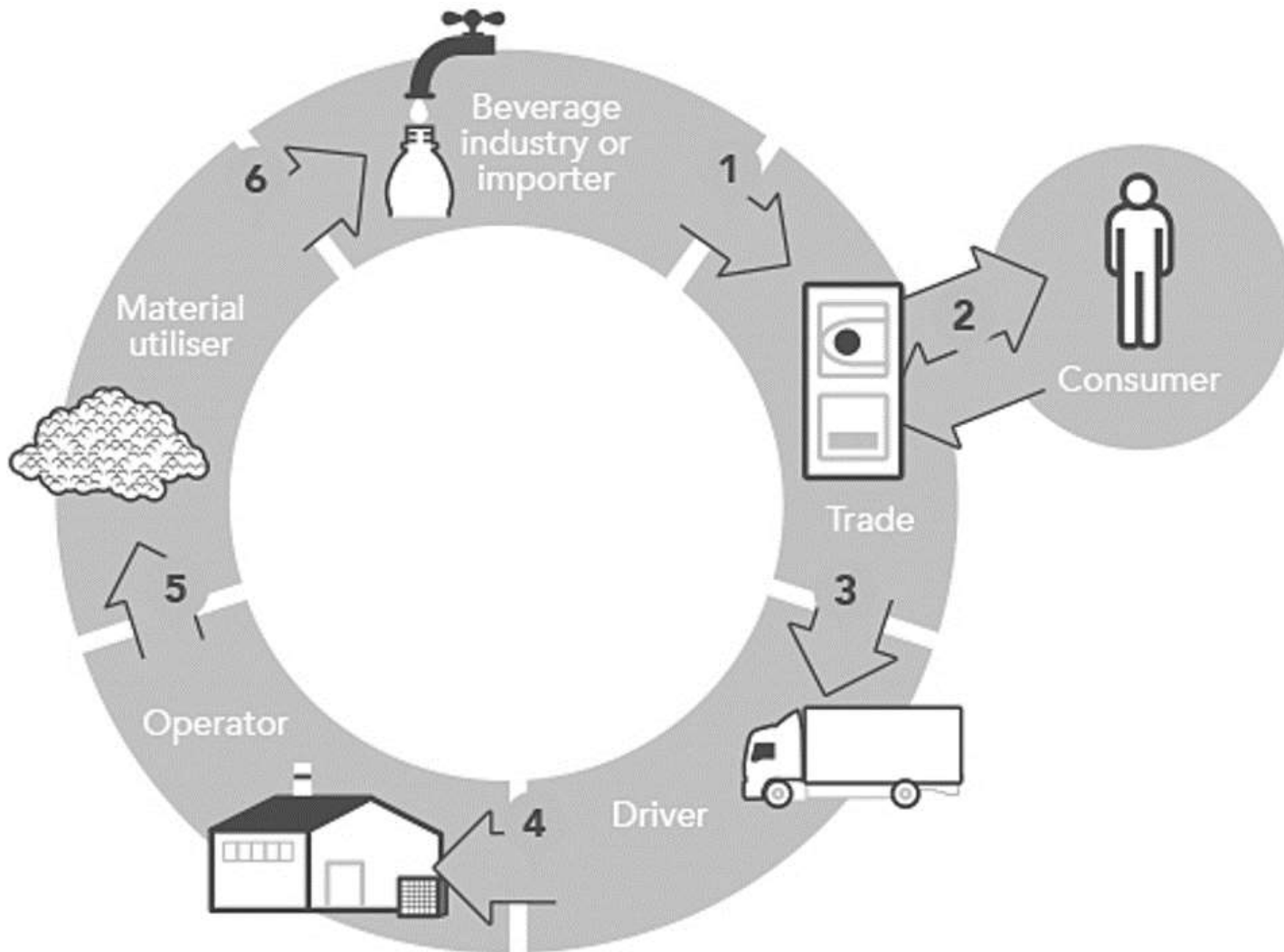
Plastic Surgery: Changing the face of plastic packaging

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- Deposit and Return Scheme
- Composite packaging and material choice
- Consumer Packaging Information





Advantages

Reduction in litter (if deposit value is set high enough)

Additional recovery of plastics from litter and street bins.

Some minimal improvement in material quality over centralised sorting.

Disadvantages

Consumer pays for DRS. A portion of the consumer's deposit funds the scheme

- Leasing DRS machine
- Maintenance DRS machine
- Costs to store / manage DRS materials
- Costs to separately collect DRS materials from the retailer
- Costs of central administration to ensure correct accounting for deposits

Retailers to manage materials generated on site

Gain in materials quality only a tiny fraction of total cost of DRS







Deposit Return Scheme is in place inside every home in Ireland



Composite packaging and material choice

- Reduce the number of materials in general use
- Eliminate non-recyclable packaging
- Eliminate use of composite packaging
- Simplify packaging for the consumer

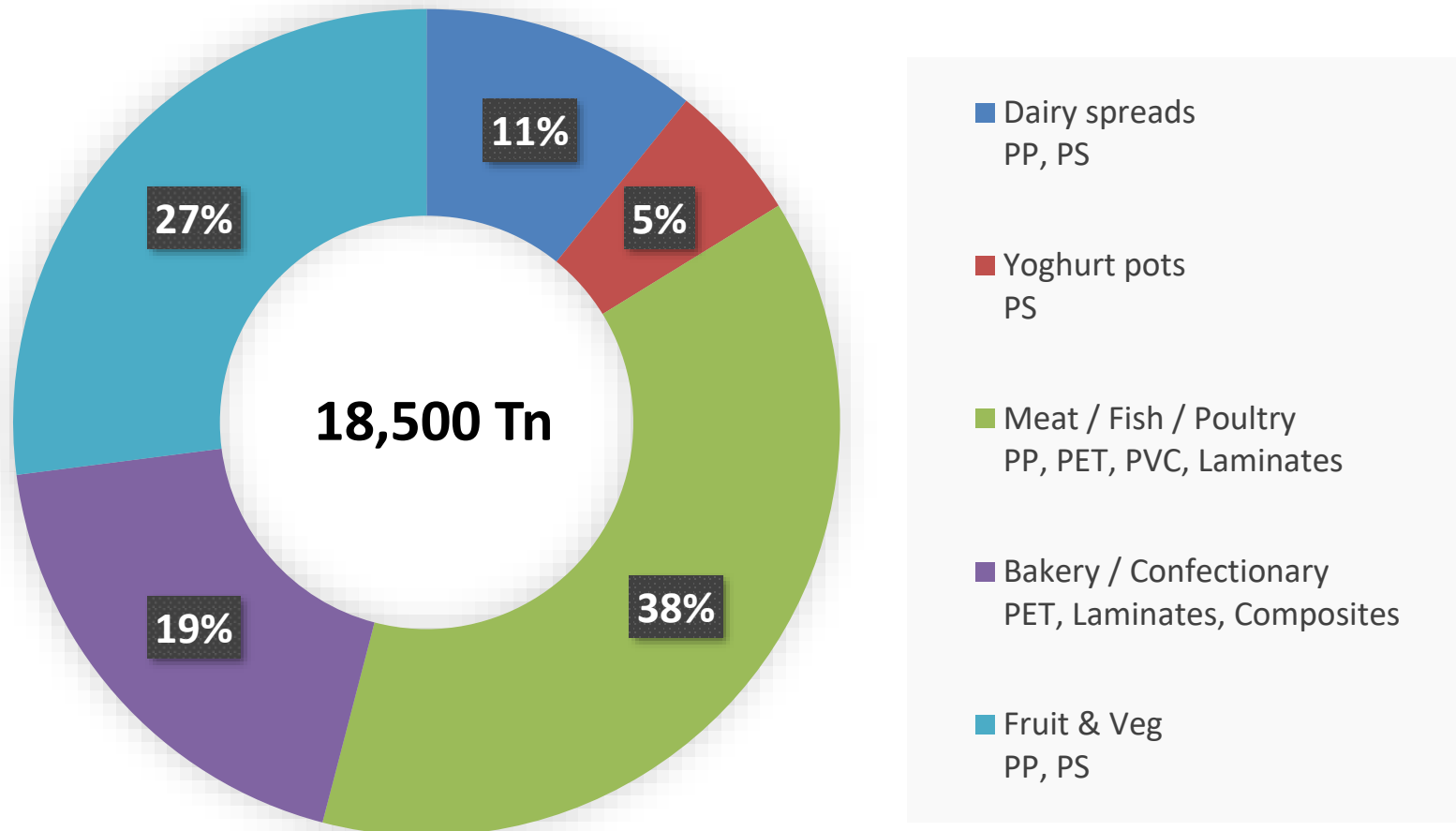


Composite packaging and material choice

- Approximately 35,000 tonnes PET bottles in the domestic recycling bin
 - 20,000 in household recycling bin
 - 15,000 in street bins / household waste bins
- PET Easy to recycle but limited capacity to do this in Ireland
- Through Taxation / subsidy increases manufacturers could be pushed into replacing composites / other plastics with PET alternatives



Composite packaging and material choice



Packaging Solutions



Packaging Solutions



Packaging Solutions



Packaging Solutions



Consumer Packaging Information

Guideline Daily Amounts (GDA labelling)



Energy 924kJ 220 kcal	Fat 13g	Saturates 5.9g	Sugars 0.8g	Salt 0.7g
11%	19%	30%	<1%	12%

of an adult's reference intake
Typical values (as sold) per 100g: Energy 966kJ / 230kcal



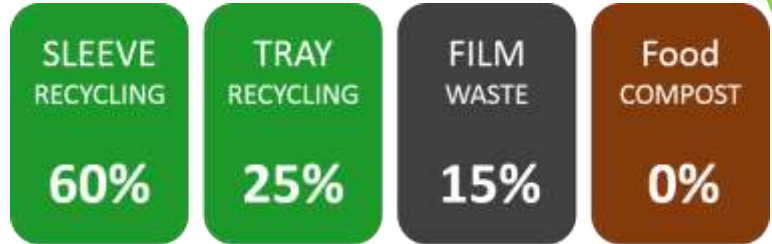
Packaging Guidance



RECYCLING SHOULD BE CLEAN, LOOSE & DRY



Packaging Guidance



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**With a little plastic surgery we can
change the face of our future**

