

Thursday 15 September, 2011

COLES GETS COMMUNITY RECYCLING IN THE BAG Coles launches innovative recycling trial across Victoria

Following the success of Coles' reusable bag initiative in 2010, Coles has announced today a new trial to provide Victorian customers with a convenient and responsible way to recycle a range of plastics that are not included in current kerbside recycling programs from 12 September 2011.

Recycling bins in 114 stores across Victoria will encourage communities to divert plastic bags and flexible plastics away from landfill. This waste will then be delivered to a Victorian based recycling facility RED Group and then on to REPLAS to be recycled into practical bench seats for schools and kindergartens— supporting both local jobs and environment.

The outdoor furniture - crafted from the recycled materials generated by the trial - will be donated to local schools and kindergartens.

Coles Store Development & Operations Director, Stuart Machin said, "At Coles, we are constantly looking for ways to improve processes to ensure better outcomes for both the community and our environment – and this includes waste management."

"Flexible plastics have been identified as an area where Coles can provide a service to the community, because while it is commonly used in food packing, including bread and frozen food bags, it is not collected in the standard kerbside recycling program."

"We're excited to be working in partnership with RED Group to bring this Australian first program to our Victorian stores and to encourage our customers to make a difference to the environment through recycling".

RED Group's Director of Development, Elizabeth Kasell said, "The RED Group is delighted to be working closely with Coles across Victoria to launch a recycling program that provides a tailored solution to a significant local waste issue. It is a corporate collaboration that is sure to make a big environmental difference."

Recyclable materials include flexible plastics such as packaging, including cling wrap, bread bags, pasta bags, cereal bags, lolly bags and frozen foods bags, carry Bags, fresh produce bags, reusable 'green' bags.

Schools or kindergartens may apply to win a piece of outdoor furniture by telling us how they have worked to make their local community 'greener' by emailing at EveryBagCounts@coles.com.au by 15th November 2011.

Coles has received support for this trial from the Australian Packaging Covenant and the EPA Victoria.

-end-

For further information

Please contact: Anna Kelly on 0438 796 745 or Anna.Kelly@coles.com.au

For more information on RED, please visit <http://redproject.net.au>