



recycling bulletin

June 2007

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Paul Sanderson,
Editor of MRW

Record steel packaging recycling rates in 2006



“Only by working together with local authorities, waste management companies, ferrous metal merchants, community recycling groups and our packaging chain customers have we been able to reach this significant milestone.”

As predicted in our last issue of **Recycling Bulletin**, the UK's steel packaging recycling rate has surpassed the 2008 target of 54% set by the UK Government two years early. According to Defra's figures, which were published in April this year, 2006 was steel packaging's most successful year to date, with a recycling rate of 57.3%. This is fantastic news.

A total of 391,441 tonnes of steel packaging was recycled in 2006 compared with 352,358 tonnes in 2005, representing an increase of almost 40,000 tonnes in just 12 months. Our thanks, then, go to all those who have contributed to this success. Only by working together with local authorities, waste management companies, ferrous metal merchants, community recycling groups and our packaging chain customers have we been able to reach this significant milestone. Around 90% of authorities now have kerbside collection systems which include steel cans, so the infrastructure is very much in place, and Corus' commitment to investing funds derived from the sale of steel Packaging Recovery Notes (PRNs) continues to improve infrastructure further.

Despite the positive figures and, most significantly, the fact that the 2008 target has been achieved two years early, Corus remains focused on identifying means of further increasing the recovery of steel packaging from the domestic waste stream.

This will include working closely with our colleagues in the metals sector to lobby the Government to increase recycling rates for steel and aluminium. Higher targets are likely to lead to more sustainable steel PRN prices than we have at present, which will in turn mean that more funds are available to reinvest into recovering metals from the domestic waste stream. This is particularly important if we are to increase the recovery of high quality, clean steel from facilities where new technologies such as Mechanical Biological Treatment (MBT) exist.

David Williams
Manager
Corus Steel Packaging Recycling

News in brief

PRN Report launch

In March this year, Corus Steel Packaging Recycling launched its 2006 annual report, which sets out how Corus' PRN revenue was invested during 2006, what was achieved in terms of increasing the UK's steel packaging recycling rates, and highlights the challenges, changes and many successes of last year. If you have not already received a copy, please email nicola.bennett@corusgroup.com with your details.

CanRoute price rise

In April, Corus announced a rise in the amount it pays for steel cans delivered to CanRoute collection centres throughout the UK, when the value of steel cans rose from £75 to £90 per tonne.

This increase in value was welcome news for all local authorities and steel collectors who sell collected steel packaging to Corus via the CanRoute system.



Happy Birthday, SCRIB!

June sees the celebration of the first anniversary of the launch of SCRIB (Steel Can Recycling Information Bureau), Corus' educational online resource. The anniversary will be heralded with new pages which will include contributions from SCRIB subscribers, such as letters and poems, news on Recycle Now Week, and a regular e-newsletter. The website, www.scrib.org, is packed with information on steel packaging recycling, as well as consumer and educational resources. SCRIB has been key in Corus' efforts to increase awareness of steel packaging recycling.

Total Processing & Packaging exhibition

“Exhibiting at such a world-renowned event was a great opportunity to raise awareness of steel’s unique benefits as a packaging material.”

The recyclability and sustainability of steel as a packaging material were showcased by Corus at this year’s Total Processing & Packaging Exhibition (Birmingham NEC, 15 – 18 May 2007).

Corus Steel Packaging Recycling joined forces with Corus Packaging Plus and the MPMA (Metal Packaging Manufacturers Association) to respond to delegates’ queries about the packaging regulations, ongoing developments in the steel PRN system and recent achievements in steel packaging recycling in the UK.

Corus Packaging Plus also demonstrated the latest commercial developments including Protact® polymer-coated steel, which is ideally suited for use in specialist packaging such as paint, aerosols and fish products.

David Williams, Manager at Corus Steel Packaging Recycling, comments:

“Exhibiting at such a world-renowned event was a great opportunity to raise awareness of steel’s unique benefits as a packaging material and it was a very successful show.”

Recycle Now Week

As one of the main partners in the national recycling initiative, Recycle Now Week (2 – 9 June), Corus Steel Packaging Recycling co-ordinated two media stunts to raise awareness of steel packaging recycling at a national level.

The first, which took place on Brighton beach, saw steel packaging transformed into something truly unique when a male and a female model posed for the cameras dressed in a bikini and trunks made entirely from crushed steel cans.

On the Tuesday of the week, the official ‘metals day’, John Evans, a record breaking strongman, set a new record for balancing more than 400 330ml drinks cans - equivalent to 27 stone - on his head, while being cheered on by pupils from a local school in Ilkeston, Derbyshire.

WRAP (Waste & Resources Action Programme), the organisers of Recycle Now Week, also held a high profile photo shoot with celebrity recycler Denise van Outen, who posed for the cameras wearing a stunning dress made from a range recycled materials including steel.

Right: Denise van Outen poses in a dress made from recycled materials including steel.



Recycling students visit Trostre

In March, 22 entry level students studying recycling and waste management awareness at Coleg Sir Gar (Carmarthenshire College) attended a workshop at Corus' Trostre plant and also took a tour of Trostre Museum, housed on the site, to find out more about steel packaging recycling.

Gaynor Morgan, Entry Level Co-ordinator at Coleg Sir Gar, says: "The educational talk was interesting and accessible for the students, and the tour of the museum was at just the right pitch to entertain and inform.

"I am sure that the group will take home the important information they received and help their families to put recycling high on their households' agenda."

Right: Exeter Football Club helps promote recycling. (L-R) Councillor Pete Edwards, Mike Trim and Steve Perryman from Exeter City Council with footballers (L-R) Matt Gill, Rob Edward and Wayne Carlisle, in background.

Fans get a kick out of recycling thanks to Corus sponsorship

In April, Corus sponsored a football match with a recycling theme in a bid to get the recycling message across to football fans in the Devon area. The theme for the Exeter City FC v Cambridge United game was 'recycle steel cans and aerosols' and was organised by Exeter City Council, which has close links with the football club.

Corus' £1500 sponsorship was used to fund a range of activities, from prize match tickets and adverts, to half-time pitch entertainment and information points to promote the recycling message.

Nicola Bennett, Communications Manager for Corus, says: "The day provided a fantastic opportunity to get the recycling message out to what is sometimes regarded as a 'hard-to-reach' audience."



Corus backs mascots at Wetherby races

Staying on the 'sporting' theme, Corus also sponsored a fence at the second annual Yorkshire Federation of Young Farmers Clubs (YFYFC) Great Northern Mascot Steeplechase to promote awareness of the recyclability of steel cans and other steel packaging products, such as pet food tins, aerosols and biscuit tins.

Andrew Wood, former YFYFC Chairman, who organised the event, says: "We would like to extend our warmest thanks to Corus and our other sponsors for making it such a fun and worthwhile day. A total of £18,000 was raised for charity. Co-organiser Sue Ryder Care – which supports people with a wide range of neurological diseases and life-limiting illnesses and their carers - received £13,000 of this sum. The remaining funds went to the charities of each mascot's choice."

Below: Mascots, made from recyclable materials had to negotiate five fences before working up to a sprint finish.



Steel packaging LEEPs ahead in Edinburgh – thanks to Corus

Corus has helped an Edinburgh-based social enterprise to recycle more steel packaging by providing a vital piece of processing equipment.

LEEP Recycling, which is part of the sustainable development organisation Changeworks, delivers a range of recycling services to businesses in Edinburgh and the Lothians. The company helps businesses to recycle cans, confidential and domestic paper, cardboard, plastic bottles and other business waste. LEEP Recycling currently collects around 15 tonnes of steel and aluminium cans per week for recycling.

Corus has provided a Whitham Mills TCB steel baler, which will help LEEP Recycling transport the collected steel packaging efficiently to J R Adams, one of Corus' 14 designated Canroute centres in the UK.

Ken McLean, General Manager of LEEP Recycling, says: "This new piece of equipment means we are able to collect even more steel packaging for recycling, and to ensure that the high quality of the material collected is maintained."



Above: Andy Patterson, Operations Manager of LEEP Recycling (left), with Robert Jenkins, Recycling Projects Manager at Corus Steel Packaging Recycling.

Corus helps to improve recycling efficiency for Surrey residents



Above: (L-R) Tim Chamberlain, Scheme Supervisor for Abitibi-Consolidated Recycling Europe, David Cotterill, Depot Manager at the Weylands Treatment Works in Walton-on-Thames, and Robert Jenkins, Recycling Projects Manager at Corus Steel Packaging Recycling.

Abitibi-Consolidated Recycling Europe collects recyclable materials from 70,000 households on behalf of Runnymede and Spelthorne Councils in Surrey.

Corus has provided the company's waste processing contractor, based in Walton-on-Thames in the north of Surrey, with a short feed conveyor and a Whitham Mills baler so that capacity to process steel packaging in the local area is significantly increased. As a result, it is expected that 500 tonnes of steel packaging per year will now be processed at this depot in preparation for recycling. This steel will then be transported to CanRoute centre EMR Limited in Canning Town.

David Jaffa, National Operations Manager for Abitibi-Consolidated Recycling Europe, says: "The fact that we can now process all the steel packaging that we collect so close to source means that our operations are more streamlined, thanks to Corus' help."

Waterfall of cans brings colour to Chester festival

A giant piece of artwork was created as part of the celebrations for the Chester Food & Drink Festival 2007.

A huge multi-coloured waterfall flowed over Chester's Town Hall steps and into a swirling can pond on the square below, while two other 'waterfalls' of cans ran down the lamp-posts to either side, creating smaller pools in blues and reds.

The structures were made up of 10,000 drinks cans, 6,000 of which were supplied by Ball Packaging Europe Limited – and all of which will now be recycled.

More than 1,000 local children from thirty schools were invited to collect cans and help out with the sculpture, and at the same time learn about the importance of recycling.

Right: (L-R) Nicola Bennett, Communications Manager at Corus with Norman Lett, Recycling Manager Europe of Ball Packaging, and designer Russell Kirk, who constructed the colourful waterfall of cans.



New recycling logo to aid consumers

Corus has been working closely with packaging industry partners in recent months to discuss consistency of consumer messaging on steel cans in a bid to avoid confusion about what can and cannot be recycled.

The newly-designed steel recycling logo, which has the backing of APEAL (Association of European Producers of Steel for Packaging), will be promoted to as many canmakers and fillers as possible in the coming months with the aim of increasing usage of the logo on a wide range of steel packaging products.

"In Europe, steel contains at least 54% recycled content"



Recyclable again & again with no loss in quality

Candid Comment



Paul Sanderson
Editor,
Materials Recycling
Week (MRW)

What are the most significant changes that you have seen in the recycling industry over the last couple of years since your editorship of MRW began?

The main thing is the interest of the national media in recycling issues. When I first started, recycling was just beginning to grab attention, but now something appears in the media every day. Unfortunately, it is not always positive and we need more people supporting good recycling efforts.

What, in your opinion, are the key factors that will influence recycling rates in the coming years?

The public are key. Without their support, we might as well give up. I think the public want to do their bit and are more environmentally conscious than ever. But they fear change and that is what we are asking them to do when it comes to recycling. As an industry, we've got to stop telling them what to do and listen, find out their concerns, and try to find solutions that suit everybody.

Metals recycling is a topic which is covered on a regular basis in MRW. To what extent have you seen this sector change in recent years?

There have been a lot of takeovers of metal companies and that has changed things – whether it is the small independent scrap yard being bought by a larger company or even the likes of Corus being taken over. In many respects, it is a sign of a more mature market.

To what extent do you think brand and marketing managers are influenced by the environmental and sustainable characteristics of packaging materials?

They are influenced more and more. With the likes of WRAP encouraging supermarkets to do more to reduce packaging or the Women's Institute dumping packaging at tills, it seems there is momentum building. But it is complicated, and I'm not convinced for example that corn-based packaging is any better than plastic. At least you always know where you stand with a steel can!

What do you believe the packaging industry should be doing as a whole to help increase steel packaging recycling rates?

They are already doing a lot and the likes of Corus have made huge strides in helping to promote steel packaging and recycling in general. I'm no expert, but a lot of good work has already been done on reducing the weight of steel packaging and I'm sure that will continue.

"I think the public want to do their bit and are more environmentally conscious than ever."

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Spotlight on CanRoute

CanRoute success

2006 was a record year for the CanRoute system, with 46,617 tonnes of steel recovered – a 28% increase on 2005. With the total value of steel cans in the domestic waste stream now well over £40 million per annum, the benefits of the CanRoute system are more important to waste handlers than ever.

Steel collectors are able to deliver their cans to a convenient location, reducing the delivery distance (and therefore the transport costs) and the need for additional storage areas locally. Collectors also benefit from prompt payment for their steel cans.

The 14 centres, located throughout the UK, are operated by leading steel processing companies who receive, check quality, store and bale steel cans before delivering them to Corus in the correct form for them to be recycled at one of Corus' steel reprocessing sites.

For further information on the CanRoute system and locations of CanRoute centres, please visit www.cspr.co.uk.

Corus welcomes CanRoute colleagues to Port Talbot

In April this year, Corus' partners from the network of CanRoute centres across the UK enjoyed a tour of the Port Talbot steel plant and an evening of hospitality courtesy of the steel packaging reprocessor. Visitors came from as far afield as Teesside and Northern Ireland to attend the event, which was organised by Corus as a 'thank you' for their contribution to the increased rates of steel packaging recycling in recent years.

David Williams, manager of Corus Steel Packaging Recycling, says: "It was a great opportunity for those working at CanRoute centres to see how their efforts contribute to the overall steel packaging recycling process here at Corus, and to gain knowledge about what happens when the steel is sent to our works."

A total of 34 guests attended the event, which was hailed as a great success by all involved.