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recycling bulletin

March 07





Dave Williams, Manager,
Corus Steel Packaging Recycling

Taking steel packaging recycling to the next level in 2007

The steel packaging industry has cause for celebration. The 2006 recycling rate for steel has yet to be confirmed, but it looks likely that the 2008 Packaging Regulation targets for steel will have been met. On the face of it, this is great news. The system has delivered ahead of time and at much lower cost compared to the rest of Europe. We've won.

Hang on though...where does this actually leave us? For the past nine years we have been striving to increase recycling rates every year to meet targets. Now it feels as though we've reached the end of a marathon with enough energy left to go round again.

The challenge facing policy makers is how to maintain this high performance in the future. In other words, how to create a system that is 'sustainable' rather than purely target driven. Chasing a target, even a seemingly impossible one, is pretty straightforward but what happens when you reach that target? And, more specifically, when you reach it two years early?

Being a market based system, the prices of PRNs have dropped dramatically in the face of surpluses for most materials. If this continues, it will lead to a back-slide in recycling performance as the necessary investment in the recycling infrastructure which the system supports fails to materialise. For reprocessors, PRN funds have become a vital financial instrument; supporting prices, incentivising collectors and investing in infrastructure. If these funds reduce to a mere trickle, the packaging recycling system will start to slow down and eventually stop.

We shouldn't complain. We are managing success, not failure - but we still need to manage it. I hope that during 2007 we see some sensible, well thought out and pragmatic solutions that will allow us to improve our recycling performance at a reasonable cost to the packaging chain. This could be a revision of targets, or even a complete re-think of the system. Corus will be doing all it can to ensure that the success story of steel packaging is both sustained and nurtured to even higher levels of recycling in the future.

News in brief

John May retires

John May retired from Corus Steel Packaging Recycling at the end of January. John worked in the steel industry for over 30 years, 26 of which were in the packaging sector where he worked with all areas of the packaging chain. The Corus team and everyone in the industry who knows John wish him all the best for his retirement.

Corus at CIWM

Dave Williams, Manager of Corus Steel Packaging Recycling, has been confirmed as one of the speakers at CIWM 2007, 12 - 15 June 2007. Dave will deliver a presentation on metals in residual waste as part of the 'Innovative Recycling' briefing session on Tuesday 12th June. For more details on CIWM 2007, visit <http://www.ciwm.co.uk/pm/536>.

Corus sponsors Youth Eco-Parliament

Corus is delighted to be working with Valpak to sponsor the third Youth Eco-Parliament (YEP). The YEP involves the participation of thousands of young people aged 14 - 17 years from Europe and the rest of the world. The programme culminates with the interaction between a number of young delegates chosen by each member state and the law makers of the European Union. At last year's event, students created open letters about the environment to influential individuals from different sectors of society.

Corus announces CanRoute price change from 2nd January 2007

With effect from Tuesday 2nd January 2007, Corus will pay £75 per tonne for steel cans delivered to CanRoute collection centres throughout the UK.

This reduction, from £90 per tonne, is due primarily to the fall in steel PRN prices for 2007 contracts.

Despite this drop in price paid for steel cans delivered to CanRoute collection centres, collectors will still be able to take advantage of the many benefits the system offers - prompt payment for cans, convenient locations, reduced storage needs, reduced delivery distances and transport costs and, of course, a secure and stable end market for steel packaging.

Corus will continue to monitor developments in the steel PRN market and will review the price paid per tonne again in April 2007.

Corus helps boost steel can recycling in Cardiff

*Pictured (left to right):
Ray Harrison, MRF Manager, Ian Taylor,
Reclamation and Development Manager at
Cardiff Council, and Robert Jenkins,
Recycling Projects Manager at Corus*

Thanks to new equipment provided by Corus, Cardiff is stepping up its efforts when it comes to steel packaging recycling.

Using the green bags provided by Cardiff Council, approximately 60,000 households can now recycle their steel packaging, as well as paper, glass and plastics. Every household in Cardiff will be offered the scheme by 2008.

Corus provided Cardiff Council with new baling equipment as, once securely baled, the steel packaging can be easily stored and then transported directly to the Corus steelplant in Port Talbot.

All the steel packaging collected via the Council's kerbside collection scheme and the recycling centres is taken to the Council's new state-of-the-art material recycling facility (MRF) in Rumney, where it is separated from other materials. Each year the Council collects more than 700 tonnes of steel.

Robert Jenkins, Recycling Projects Manager at Corus, comments: "Every year, the average household uses approximately 600 cans, so every can that is recycled does make a real difference."



East Herts welcomes steel recycling with Corus

*Pictured below (left to right):
Ray Fish, Supervisor at Enterprise MRS, Malcolm
Alexander, Executive Member for Environmental
Management at East Herts Council, and Robert
Jenkins, Recycling Projects Manager at Corus*



The residents of East Hertfordshire are benefiting from a new kerbside collection scheme that includes steel cans thanks to equipment supplied to East Herts Council by Corus.

The Council was keen to expand its recycling offering with the introduction of a new scheme for the collection of steel packaging, such as drink and food cans, pet food cans, paint cans and aerosols, along with paper and glass. Using PRN investment, a Whittam Mills sorting line and steel baler were supplied by Corus so that steel cans could be recycled.

Now, the steel packaging collected from 55,000 households in the area by Enterprise MRS is processed at a purpose-built site in Buntingford using the new machinery, saving a potential 200 tonnes of steel packaging per year from landfill.

Dave Williams, Manager of Corus Steel Packaging Recycling, comments: "It is great to be able to help another council to include steel packaging in its kerbside collections."

Candid Comment

Tony Woods,
Director, MPMA
(Metal Packaging
Manufacturers Association)



Can you explain what the MPMA is and what its objectives are?

The MPMA is the trade body representing manufacturers of metal packaging in the UK as well as their supply chain. We provide a range of services for members but our main objectives are to represent the industry to Government and regulators and to promote the use of metal packaging.

As director of the MPMA what does your role entail?

As we are only a small team, I get involved in most of our activities but my main focus is on political and regulatory issues.

Improved collection is vital to increasing recycling rates. What steps is the MPMA taking to help promote the need to recycle metals?

Alongside our new European organisation, EMPAC, we are promoting the key message: "Metal - a renewable material, too precious to waste". We hope that by

supporting this message with simply expressed facts we can get across the need to preserve resources and that, with metal, recycling means producing top quality new material every time.

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

In a recent survey of marketing managers carried out by the MPMA it was clear from the results that environmental issues are high on their priority list. They also believe that consumers will become even more concerned about the environmental credentials of products, including their packaging.

However, the most worrying aspect of the survey results was the lack of understanding of the real environmental impact of packaging materials amongst the respondents and a poor perception of metal. Consequently we need to double our efforts to get our messages across.

What other factors do you think influence packaging companies' decisions to favour one packaging material over another?

Cost and performance are obviously very important but most companies are now trying to take a longer term view and consider the impact of their product throughout the supply chain.

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

The industry has achieved significant progress in improving recycling rates by working together to promote the benefits of recycling, but we must do more and the increased co-operation that now exists throughout the EU with the development of EMPAC will help this process.

"Metal - a renewable material, too precious to waste"





Left: Naomi Pope of Corus hands over can crushers to runners up Ben Russ and Gabrielle Wakeley at Brynhyfryd Junior School in Swansea.

School children come up trumps in SCRiB competition

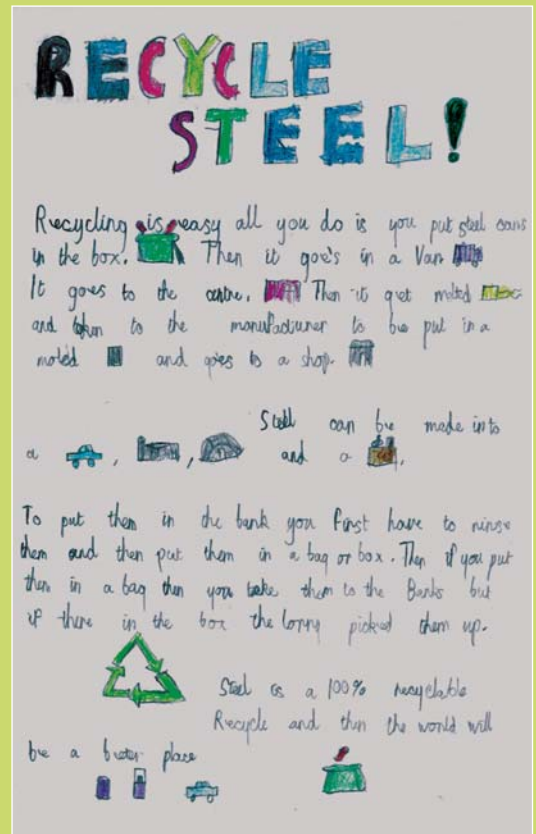
Eight pupils from schools throughout the UK are celebrating after being declared winners and runners up in two national competitions run by Corus. Corus challenged school children across the UK to depict steel packaging recycling around the home through a poster competition for primary schools and a photography competition for secondary schools.

In the poster competition, first prize of a fantastic digital camera and accessories went to Sam Challenger of Leys Farm Junior School in Scunthorpe, with runner up prizes of can crushers awarded to Ben Russ and Gabrielle Wakeley of Brynhyfryd Junior School in Swansea and Jessica Andrews of Ysgol Gynradd in Amlwch on the Isle of Anglesey.

First prize in the photography competition was awarded to Jamie Boyt of Bulmershe School in Reading who received a digital camera. Can crushers were awarded to the runners up: Zoe Knott, of Bulmershe School, Jessica Neaves of Greenacres School for Girls in Surrey, and Catherine Jeanes from London.

Naomi Pope, Communications Manager at Corus, comments: "The pupils demonstrated an excellent understanding of the importance of recycling steel packaging in their entries to the competition. As well as using their creativity in imagining what life would be like without steel, they proved that they are aware of the many different types of steel packaging found around the home which are 100% recyclable including food, drink and pet food cans, aerosols and household products such as cleaning products, paint cans and promotional packaging."

"The competitions have shown us that children are genuinely keen to recycle their steel packaging and are probably sometimes even more aware of what can be recycled around the home than their parents!"



Sam Challenger's winning entry in the poster competition



Jamie Boyt's winning entry in the photography competition

Corus continues its support of community recycling projects

Community recycling is on the up in Rotherham

A not-for-profit community recycling organisation in South Yorkshire has benefited from Corus' support in improving the reliability of its operations.

Creation Recycling Ltd in Rotherham collects recyclables from 13,000 households, is contracted to process the material collected by Rotherham Metropolitan Borough Council from a further 88,000 households, and also operates a commercial collection service for local businesses.

The organisation's existing equipment was working extremely poorly so, using PRN investment, Corus provided new machinery including a hopper, feed conveyor, overband sorter and steel baler, ensuring that the 600 tonnes of steel per annum - equivalent to 15 million steel cans - handled by Creation Recycling can be recovered efficiently and recycled.

A can-do attitude in Paignton

A community based recycling scheme is helping to boost steel packaging recycling in Paignton, Devon, while also providing valuable training opportunities for adults with learning difficulties. The scheme, run jointly by Links to Work and Hollacombe Community Resource Centre (services provided by Torbay Care Trust) enables individuals to experience a work environment within the local community and aims to equip them with the knowledge and skills to progress on to employment opportunities.

Nicola Bennett of Corus Steel Packaging Recycling recently visited the scheme to present a large-scale can crusher and wheelie bin to support the group in their efforts to recycle steel packaging.

Steel cans, as well as aluminium, ink cartridges and plastics, are collected weekly from Paignton Zoo, Paignton Model Village, South Devon College and participating council buildings. The collected steel cans are sent to Torbay Council then on to the Sims Newport CanRoute Centre.

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For all comments on this edition of Recycling Bulletin and ideas or recommendations for future issues, please contact:

Corus Steel Packaging Recycling

Trostre, Llanelli
Carmarthenshire, SA14 9SD

T +44 (0)1554 712632
F +44 (0)1554 712571

naomi.pope@corusgroup.com
www.cspr.co.uk www.scrib.org

English

